

Southern **FARM EQUIPMENT**

Section of SOUTHERN HARDWARE

JUNE, 1950

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AVERY A

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If there is no Avery Dealer in your town, you can profit substantially by selling the fast-growing, quick-moving, fuel-saving line of Avery Tru-Draft Tractors and Implements.

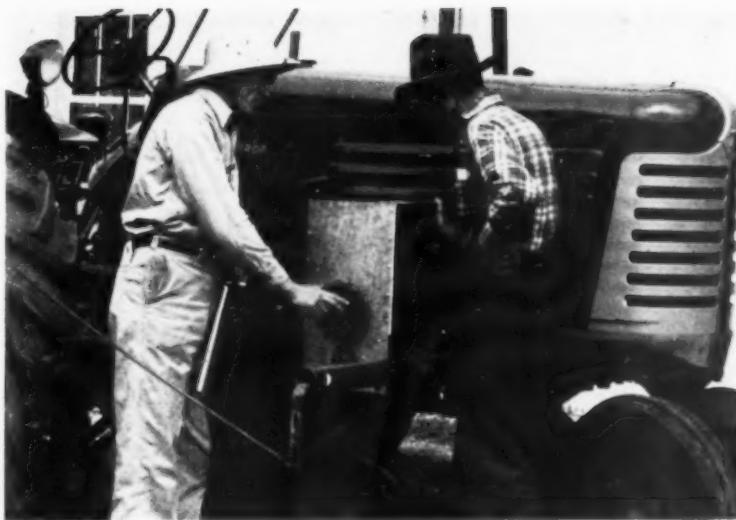
. . . Exclusive sales features . . . Practical advertising and merchandising help. . . .

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AVERY V

B. F. AVERY & SONS COMPANY
LOUISVILLE, KY., DALLAS, TEXAS, MEMPHIS, TENN.



Left, C. A. Schultz, owner of the company, points out the advantages of a front-mounted two-row corn planter to a customer. In selling customers, Schultz always points out the higher rate of productivity of new equipment and the resulting increase in income which the farmer will realize. Complete knowledge of what machinery will do is invaluable in closing sales, he says

THE FARM equipment dealer who holds the line on prices and properly promotes his guarantee of new equipment and service will in most instances effectively solve many of today's selling problems.

This is the experience of C. A. Schultz, owner of the Schultz Implement Co., Mexico, Mo., who has certain well-defined policies for meeting situations in regards to the "red market," trade-ins and service.

For example, numerous red market tractors are being sold in Schultz's territory by irresponsible dealers and traders who usually come from other sections. They sell these tractors at from \$100 to \$300 below list price and often are satisfied to make a profit of \$25 on a unit.

These traders bring in tractors of all makes, and when they happen to be selling one of the brand that Schultz sells, often he is faced with two situations. On one hand there will be pressure from some customer for Schultz to cut his list price to meet this competition. On the other hand, even if he loses the particular sale, it is to his advantage to hold this customer's parts and service business.

In the first instance, Schultz refuses to meet this competition. Since his net profit runs between three and eight percent, this margin will not allow any price reductions. Consequently, he tells the customer that he cannot meet such competition, because he buys from the factory, keeps an adequate supply of parts in stock and maintains a shop that is ready at

Policies that Solve **TODAY'S SELLING PROBLEMS**

The dealer's guarantee of new equipment and service is an important selling point in the current market



Above, Schultz explains in detail the complete operation of a piece of equipment. Such knowledge, he points out, often makes a farmer dissatisfied with the efficiency of his unit and more willing to trade



Farmers expect unusual service. Here a Schultz mechanic has fashioned a heavy steel grill to protect front of a customer's crawler tractor

all times to service the tractors that he sells. He points out to the customer that he pays taxes and local costs to operate a business, hires mechanics and pays them wages which are spent in the community, and most important of all, guarantees his work and the products he sells.

If a farmer has "sold" himself on taking advantage of an attractive discount Schultz merely emphasizes the chance that is being taken. Since a red market tractor has no guarantee, the buyer has no recourse if mechanical difficulties should develop.

But Schultz makes it plain that if the customer does take advantage of such a deal, the company's parts and services still will be available to him at all times.

Schultz believes that in such instances the dealer should be careful not to adopt a "hands-off" policy merely because the customer buys his tractor elsewhere. While he refuses to sell any tractor off his floor at a loss, he wants to insure that he will win the customer's service business, his implement business, and his friendship as a result of the manner in which the situation is handled. Thus, when conditions that make the black market possible pass away, he will have gained a steady customer.

Another problem that comes up

in Schultz's territory stems from a number of farmers presently using tractors which are too small for the jobs at hand. During the war years, many of these farmers had to have tractors and settled for units a size or two smaller than they wanted because large units were impossible to obtain. In many instances these farmers paid above the list price for these tractors and, consequently, are trying to obtain a high trade-in allowance.

Here, again, the dealer, according to Schultz, should not be induced into allowing a high trade-in figure for a tractor which will not bring a reasonable return when re-sold.

"I think it is better to keep the new equipment on the floor than to sell it at a loss or trade it for equipment that can't be sold at a reasonable figure," Schultz said.

"However, there are ways to show the customer that by not trading now—regardless of what he is allowed on his old tractor—he is losing money."

Schultz explained that if a study were made of the particular farming operation, the farmer often can be shown, through the use of new equipment, how he could either save time or do more work in less time with a resultant increase in his earnings.

Where service is concerned Schultz has found that the equipment dealer must be ready to handle any type of request, and, in fact, the policy in effect at his company is to suggest service work that will make the present equipment more efficient, regardless of how unusual the job may be.

For example, there were a number of tractors in his territory which were built to burn distillate and which in the course of time became inefficient on this fuel. Some of the owners were dissatisfied with the use of this fuel. It so happened that a high compression head was manufactured for this engine and which, when in-

(Continued on page 96)

Here, a mechanic welds extensions to bars on tracks of a crawler tractor so that each bar bites deeper into the ground. By making such special attachments, the company has won the loyalty of many new customers. By taking advantage of such special service, many farmers increase the amount of work which individual units will perform



How paper is tested for safer IH shipments

A Report to You About Men and Machines That Help Maintain International Harvester Leadership

International Harvester products are "wearing" paper these days—grease-proof paper, water-resistant paper, and cushioning paper. And they are traveling in corrugated paper cartons. Paper locks out rust-breeding moisture . . . cushions shipping shocks.

It takes tough, strong paper to pack metal. That's why IH researchers give it two to five severe tests. A stiffness test rules out paper with poor wrapping qualities. Bursting tests, tearing tests, tensile tests, and scuffing tests make sure papers and paperboards are strong enough to safeguard IH products in shipment.

This is another example of the teamwork between the 250 technicians at IH Manufacturing Research

and product engineers and production men in IH factories. No detail from design to delivery is too small to escape them. These guardians of quality and performance help to make International Harvester a "must" for farmers.



The **scuff tester** rubs protective paper or paperboard together—determines its resistance to chafing. Test samples spend twenty minutes on this mechanical scrubbing board. The sturdy papers and paperboards that pass this test give IH parts extra protection against rough handling.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . .
Motor Trucks . . .  Crawler Tractors and Power Units . . .  Refrigerators and Freezers . . . 

INTERNATIONAL HARVESTER

Chicago 1, Illinois



In planning daily calls, salesmen study carefully this map of the trade area. Pins indicate company's tractor customers

OUTSIDE selling is the real key to sales in the current farm market, and as the result of a systematic sales program, conducted by the firm's three outside salesmen and which reaches all customers, the Pierce Tractor Company of Spartanburg, South Carolina, can point to a steadily increasing annual volume that presently totals nearly \$300,000.

In the opinion of the owners of this dealership, outside selling problems must be solved by every equipment dealer who expects to remain in business.

The outstanding feature of this company's outside selling program is the division of the firm's trade area into three distinct territories. Each of the company's three salesmen is allotted a territory in which he sells exclusively.

As part of this well-planned system, these salesmen wear uniforms and travel their territories in company trucks, which are completely equipped for any kind of on-the-farm service.

"We have operated under this territory system about a year now," says W. S. Jones, manager of the company, "and during 1949 sold 114 new and 42 used tractors. Our goal for 1950 is to sell 200 new ones and 100 used, and this is not an imaginative goal—we expect to do it."



Salesmen are free to determine their daily trips and the calls to be made. Each day they turn in a report of the previous day's calls. These reports are checked for any information that may lead to a sale

But what are the advantages of this selling system, and how does it operate?

The three service trucks operated by the company are the key to the system. A chief contact with the more than 600 tractors of the company's line out in its trading area, comprised of Spartanburg, Cherokee, and Union counties, these trucks provide free check-ups on lubrication, ignition systems, fuel systems, etc., of farm equipment, and all these adjustments can be made on the spot by the servicemen, with no charge to the farmer, except for parts.

The three trained men who operate these trucks, Robert De Young, James Belcher, and H. J. McMillan, have a set number of tractor owners to check every day, depending on the season, and it is estimated that they visit each tractor-owner in their territories every 60 days. This system provides for a close contact with each customer, and lets each know that the company's interest in him

did not cease when the sale was made.

When the company planned its "Owner Service" and selling program, it was apparent that there were many disadvantages, in operating a system in which three salesmen could sell in any territory in the company's trading area. This often led to less concentrated effort on the part of each salesman and to disagreements between salesmen when a sale was made to a prospect another salesman might have been working. Also, there was no adequate way of tracing sales made on the floor to the efforts of individual salesmen, when many times they actually were responsible for the sale.

To the management of this company, the only reasonable solution to the problem appeared to be a division of the trading area into three territories, with a salesman in each. Now the salesman gets credit for every sale from his territory on new equipment, regardless of whether the

REAL OUTSIDE SALES FORCE

sale is closed by him, or whether the customer comes in and buys on the floor.

"In dividing the territories, we had several considerations in mind," says Jones. "We felt that we had to consider the equipment we already had out in these territories as an indication of its potentialities, and we considered, too, the crops and money potential.

"Also, we felt that it was important to locate each salesman in the section of the territory in which he already lived, so that we would benefit as the result of his own personal reputation and acquaintances in these communities."

In determining the daily calls to be made, each salesman selects the route to be followed. He calls on all customers on this route and checks all tractors, meanwhile hunting new prospects and stopping at all farms where possibly there are prospects for new equipment. Though each salesman determines the calls he is to make, a daily report must be turned in to the office every morning covering the calls made the previous day. Jones goes over these records once a week, analyzing them carefully for any information that might indicate a possible sale for the company.

As a means of assuring instant identification, company trucks used by the salesmen are painted uniformly, are kept clean and polished, and have easily recognizable signs and lettering. In addition, company salesmen make their daily calls in clean uniforms, paid for by themselves, but laundered by the company.

Right, a salesman restocks a service truck before starting on his daily calls. Each of the company's three trucks is fully equipped to make minor adjustments and repairs to farm equipment in the field

This well-planned sales program gives salesmen a real incentive to produce. Paid a salary, plus commission, these salesmen are assigned to exclusive territories

How are these salesmen compensated?

They are paid a base salary of \$195 a month, or a percentage of gross sales, whichever is higher. The base salary is paid every 15 days, with additional pay a few days later, if sales warrant it. The actual percentage of their commissions averages approximately three percent, according to company estimates.

It is estimated that 50 percent of the company's income comes from sales of tractors, 30 percent from equipment and implements, and 20 percent from parts and service. This way the salesmen receive one percent on tractor sales, two percent on implements, and four percent on parts sales—though parts sales in the shop and on the floor do not count towards their commissions.

The salesmen usually collect in cash for the small parts they re-

place on tractors during their service calls; points, plugs, or other needs. They make a record of this and turn in the cash the next morning. Credit may be extended to those of the company's customers hav-

ing credit rating with the company, but since these charges seldom run as much as \$10, most of these sales are transacted on a cash basis.

"Frankly," Jones says, "outside selling is one of the most important phases of our business now. We know that our salesmen probably account for 75 percent of our volume, directly and indirectly."

Each salesman is responsible for demonstrating to his own customers the use of new equipment sold; and he is responsible also for holding regular demonstrations in his territory as an aid in sales. When any salesman plans a demonstration, he is helped by the other salesmen and personnel of the company. Such cooperation is essential.

"Despite the division of territories, we emphasize that each

(Continued on page 104)



**An Effective
Policy for..**

CONTROLLING TRADE-INS

By E. C. Armstrong*



FOR two years I have been thinking about the trade-in problem and have decided upon a policy that limits my business to a stock of 10 used tractors on hand at any one time.

If and when we accumulate 10 used tractors we will make no more trades until one of them is sold.

But we don't want to reach the point where our ability to trade will be paralyzed by that policy. We don't want to and we don't expect to accumulate 10 used tractors at any one time. We want to keep our stock down to six or eight so we won't have to turn down a good deal that might develop.

Tractors are taken as an example because that is where trading will be most active generally. We operate in the plains country of West Texas and New Mexico, with stores at Clovis and Portales, N. M., and another at Muleshoe, Texas. It is both wheat and row-crop country, so our trade-in problems will extend beyond tractors. But for an implement dealer almost regardless of where he operates, the tractor will be the big trade-in problem, in my estimation. That's why I have decided on the policy as outlined.

There are several reasons for this policy.

First, I have concluded that although I might be able to absorb a \$2,000.00 loss on 10 tractors, or an average loss of \$200.00 a tractor, I could not absorb a loss of \$200.00 per tractor on 50 tractors.

Second, an inventory of 10 used tractors would give me latitude sufficient for a representative stock, in row-crop and wheat-type tractors in enough different power brackets so that I would have used tractors in the low, medium and high price range. The stock at Clovis, our principal point of operation, would be limited to six, under my policy. The Muleshoe and Portales stores will be limited to one four-row and one two-row tractor each.

Third, I have concluded that I cannot afford to compete with new dealers, and I mean dealers relatively new to the farm equipment field, who obviously have an inflated idea of the value of used farm equipment, especially tractors. In my 20 years in the implement business I have learned that I cannot make one bad deal and expect to cover it up by making a good deal the next time a trade-in comes along. Each and every deal, according to my experience, must stand on its own feet.

Although I have been giving considerable thought to the approaching trade-in problem over the past two years, there is no intention on my part to pose as a prophet. Everyone with long experience in the implement business could see it coming and

everyone I know in that category has been doing some thinking on the matter.

Nor do I claim to have originated the policy I have put into effect in my business. For in turning the trade-in matter over and over for examination in my mind, I remembered an experience of my youth.

Twenty-five years ago, I was an automobile salesman in Amarillo, Texas, where I was raised. The dealer I worked for had approximately the same policy on used cars. His rule was that he would take trade-ins until he had ten used cars. When he had ten he stopped trading until one or more used cars were sold. Because of that trade-in policy this dealer was the only one in Amarillo at that time who didn't go broke or to the brink of financial ruin.

So it seemed to me that the same policy would work in my business and I believe it will. Used equipment may come on the market so fast that in six months its value will be only half what it was when traded for. When I take a used tractor I don't know how long I'll have it and have no idea in advance as to what it will be worth when I finally move it. The only way to find out the value of a used tractor is to sell one. So another thing we are going to try and do is keep our used stuff moving.

Out here in the plains country we dealers will probably get to do some worrying about trade-ins on combines, too. Farmers with drag-type combines are quite anxious

(Continued on page 106)

* E. C. Armstrong owns and operates the Western Machinery Company, Massey-Harris dealers at Clovis, N. M., and maintains two branches, one at Portales, N. M., and another at Muleshoe, Texas. He has been engaged in the retail-farm equipment business for 20 years and is vice president of the Tri-state (formerly Panhandle) Hardware and Implement Association.

Genuine U-G-L Products



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WARRANTY
This Asphalt Aluminum Contains:

1. ASPHALTIC RESIN
2. METAL
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Gilsalume carries this warranty which Reynolds Metals Co. is powerfully advertising nationally in farm publications. It assures the consumer of finest quality asphalt-aluminum roof paint and can be an important sales help to you in selling Gilsalume. The one coat weathering qualities of Gilsalume plus its low cost make it an outstanding profit builder for you.

Write today for full particulars and prices on U-G-L's promotion for Gilsalume which ties in with Reynolds' campaign.



UNITED GILSONITE LABORATORIES
SCRANTON - PENNSYLVANIA



New Fadden Water System Eliminates Storage Tank .

FADDEN PUMP CO., 740 N. Washington Ave., Minneapolis, Minn., has announced a new shallow well water system which eliminates the conventional water storage tank to permit direct drawing of fresh water from wells, streams, etc.

Designed for rural and suburban use, the system is a compact, easily installed unit, weighing 36 lbs. and measuring 17 x 11 x 9½ inches. Flexible couplings are supplied to facilitate installation under the sink and in other locations.

Operating on a new, fully patented pumping principle, the system has a rated capacity of 250 gallons per hour at 25 ft. suction lift and 20 lbs. pressure. It is self-priming and completely automatic, providing a steady flow of fresh water with the opening of one or more taps, it was reported.

In this system dual rubber impellers, actuated by stainless steel eccentrics on a rotating shaft, provide the pumping action. They do not rotate, but oscillate against the side of the pump casing. An automatic by-pass regulator permits a variable flow of water from the taps, under constant pressure. The pump is forged from naval bronze, and the ½-gallon pressure tank is likewise bronze, to eliminate corrosion. Lubrication is pumped.

Small operating parts, resilient

The new Fadden shallow well water system shown installed under a sink. Flexible couplings are said to facilitate installation of the unit in many locations. The new system eliminates the conventional storage tank to permit direct drawing of fresh water from wells, streams, etc. It is designed for both rural and suburban use. Weighing about 36 pounds the system has a rated capacity of 250 gallons per hour at 25 ft. suction lift and 20 lbs. pressure

rubber mounting, and slow operating speed of 1,750 rpm, are said to insure quiet operation. The unit is powered by a ¼ h.p. heavy-duty, AC motor by flexible drive coupling to the pump, according to the company.

Decatur Issues Two Burks Water System Catalogs .

THE DECATUR PUMP CO., Decatur, Ill., announces the completion of two new catalogs which cover the entire Burks water system line. Catalog No. 50 is a 68-page book giving complete details on the new single pipe Educer type deep well system, as well as details on the Burks dual purpose shal-

low-well systems, it was announced.

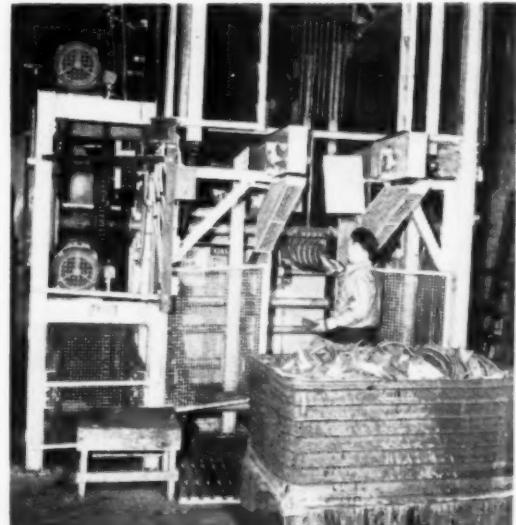
The No. 50-C1 catalog covers Burks complete line of condensation return units and industrial pumps. The two catalogs are now available to dealers and distributors upon request to the manufacturer.

Special Heat Treating Plant for Empire Tools

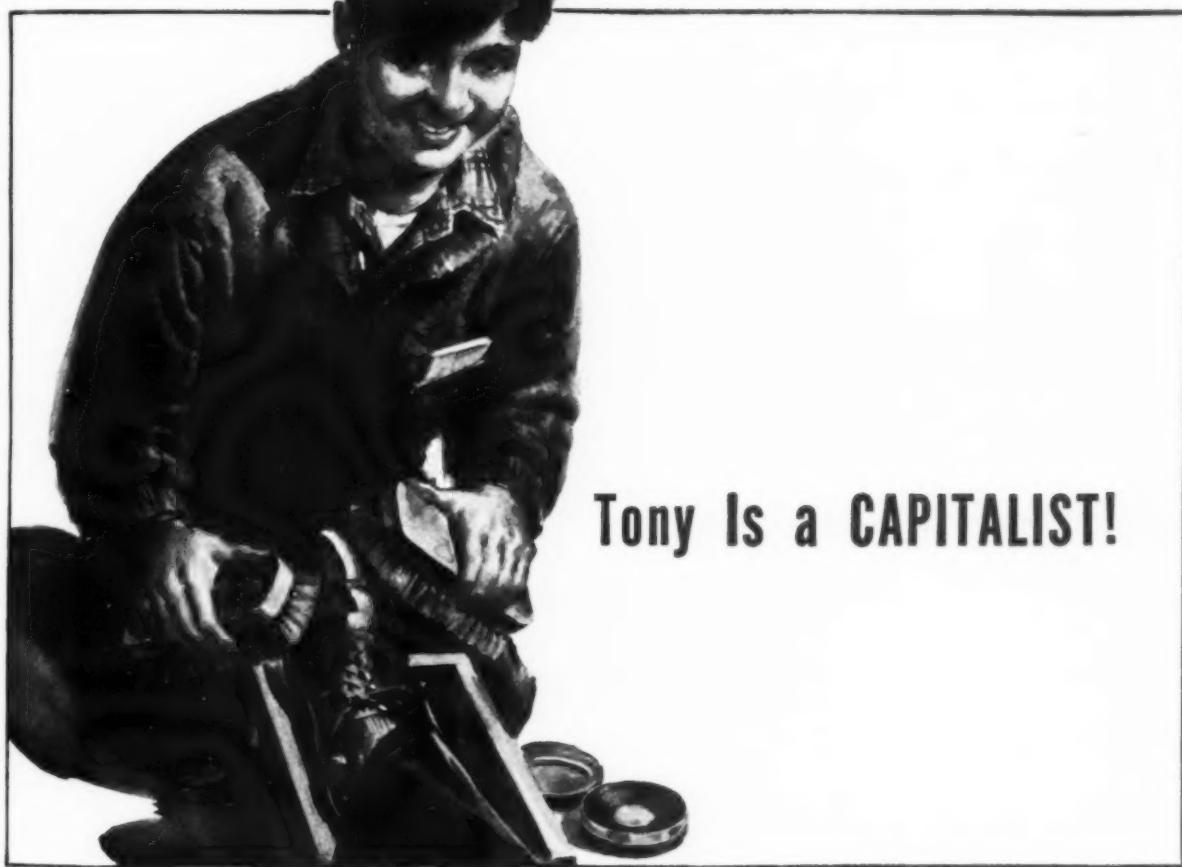
THE EMPIRE PLOW CO., Cleveland, Ohio, announces the installation of a new and larger heat treating plant for the Isothermal heat treatment of sweeps and other ground engaging tools. The mechanized electric heat treating unit is now in continuous operation.

The method used in heat treating ground engaging tools is one of the most important manufacturing operations in the production of such products, because hardness alone of ground engaging tools is not enough, since the parts are subjected to extreme shock and must have high tensile strength, it was pointed out.

The Empire Isothermal heat treating process provides a control and modification of metal structure to provide the hardness needed to withstand severe shocks. With the completion of this salt bath installation eight months ago, the continuous conveyorized equipment is turning out a superior type of heat treated ground engaging tools in considerably less time and at a much lower cost, the company reports. Complete uniformity of treatment, controlled automatically, is said to eliminate all chance of human error.



One section of the new and larger heat treating plant installed by Empire Plow Co. for the Isothermal heat treatment of sweeps and other ground engaging tools. This process is said to provide a control and modification of metal structure to provide the hardness needed to withstand severe shocks. The plant is now in operation



Tony Is a CAPITALIST!

Tony doesn't look like a capitalist in his hand-me-down sweater and mismatched socks, but a bank book peeks out of his breast pocket. His stock in trade is a pair of shoe brushes, a few tins of polish, and a contagious smile; however, he is an honest-to-goodness businessman with many of the problems that plague captains of industry.

He saved his pennies to buy the tools of the trade. He is putting away part of his profits against the day he hopes to own a big shoe-shine parlor. He doesn't spare the "elbow grease" it takes to make bedraggled shoes really sparkle because he knows that it

takes satisfied customers to make any business a success. He meets and beats competition with a wider smile, and a brighter shine.

Folks don't usually think of Tony as a capitalist, yet he is one of the millions of shopkeepers, farmers, housewives, professional men, and workers who own the bulk of both big and little business in America. Because Tony and the rest of these folks are willing to risk their savings in countless business enterprises, there are more well-paid jobs in our country . . . more goods and services for consumers . . . a higher standard of living for us all.

JOHN DEERE

MOLINE



ILLINOIS



Ferguson Announces New Lightweight Disc Plow . .

HARRY Ferguson, Inc., 3639 E. Milwaukee Ave., Detroit 11, Mich., has introduced a new lightweight disc plow, weighing 500 pounds and with plowing depth controlled by the driver through Ferguson System linkage and hydraulic control. The tubular steel frame is said to be tough and able to withstand the stresses placed on any disc plow.

The two discs are 26 inches in diameter and 3/16-inch thick, and are spaced 10 inches apart to give cutting width of 20 inches. They are set at a 50-degree angle to the direction of travel and can be adjusted vertically from 18 to 22 degrees. Disc supports are 4-inch diameter steel tubes and are welded to the basic frame.

Side draft is controlled by the floating furrow-wheel, an exclusive feature of the Ferguson plow. Front and rear tractor wheels are set at 48 inches for level fields and from 52 to 56 inches for hillside or contour work.

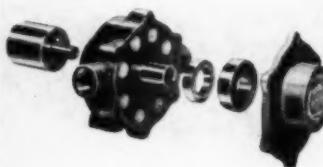
New Direct Drive Ball-Bearing Tractor Pump

HYPRO Engineering Co., 404 Washington Ave., N., Minneapolis, Minn., has introduced a new tractor pump, the Hypro direct drive ball-bearing tractor pump, especially designed for heavy duty weed spraying, corn borer control, cattle grub applications, and insect control. It fits directly on the power take off of the shaft of any tractor, no pulleys or belts necessary.

The pump has ball bearings which are permanently lubricated and a Ni-Resist case and rotor. It is rust and wear resistant. The nylon rollers are resilient, abrasion

resistant, and water lubricated, it is claimed. The shaft is of steel.

According to the manufacturer, the direct drive tractor pump will deliver up to 15 gallons per minute at 600 rpm., approximately 11 gallons per minute at 150 lbs. Pressure is from 0 to 350 pounds per square inch.



The pump has 3/4" pipe connections, weighs 11 pounds, and is mounted directly on a 1 3/8" PTO shaft. A sleeve may be used for 1 1/8" PTO shafts. A shear pin through PTO adapter into shaft provides important safety feature.

Hume Introduces New Great Plains Pick-Up Reel

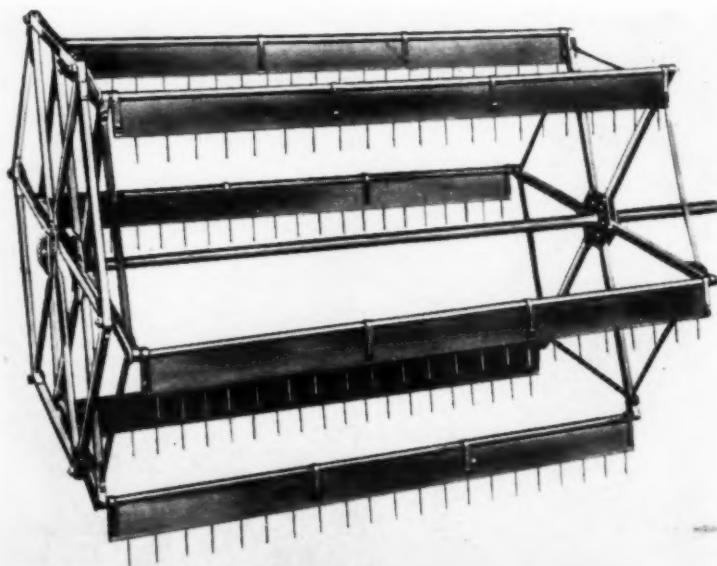
H. D. HUME CO., Mendota, Ill., has introduced a new pick-up reel, designed specifically for harvesting small grain. It will be available in sizes from 37 inches to 20 feet, to fit every make and model of combine. The new model will be known as the Great Plains reel, it was announced.

The reel features short, close-spaced tines, and wide bats operating close to the cutter bar to assure positive pick-up and feeding of grain to the combine. The reel is designed to master long or short straw, light or heavy or spotty stands, straight-standing or down-tangled, it is claimed.

Special Hume kits are available for farmers who grow both small grain and beans, to convert the standard (long-tined) reel to a new Great Plains model, or vice versa, it was announced. Thus, the farmer is said to have two reels in one—a long-tined, narrow-bat reel for the viney crops, the new short-tined, wide-bat reel for small grain.

Originally introduced as emergency equipment to pick up down-tangled grain, pick-up reels are now used as standard equipment on combines because the reel picks up all the grain, standing or down, and reduces shattering and clogging on the cutter bar or in the combine cylinder, the manufacturer stated.

Further details are available from the manufacturer.



NEW!

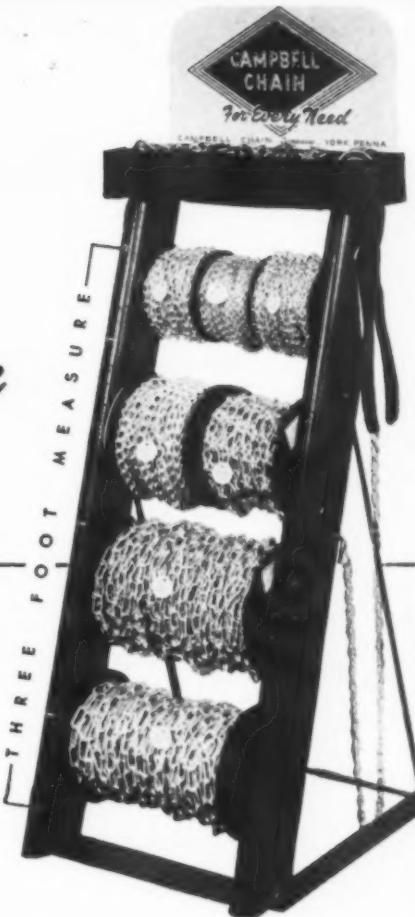
Special
Introductory Offer
for Dealers!

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Streamlined
DISPLAY STAND
with
CHAIN CUTTER

Here's the sturdy, well-balanced, modern merchandiser to increase your chain sales by making your stock handy and attractive. Smart styling adds to its eye appeal in your store. It invites your customers to remember, and satisfy their chain needs. It helps you sell chain quickly and economically.

The Campbell display stand and easy-to-use chain cutter are available with the chain assortment of your choice. Selection includes eleven different types of the most popular chain.

Ask your wholesaler or mail the coupon today for complete information.

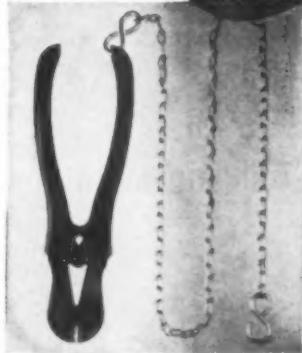


FIVE BINS
FOR
ACCESSORIES

YOUR
CHOICE
OF CHAIN

NON-TIP
BALANCE

AND
Special
HANDY
CHAIN
CUTTER



MAIL THIS TODAY



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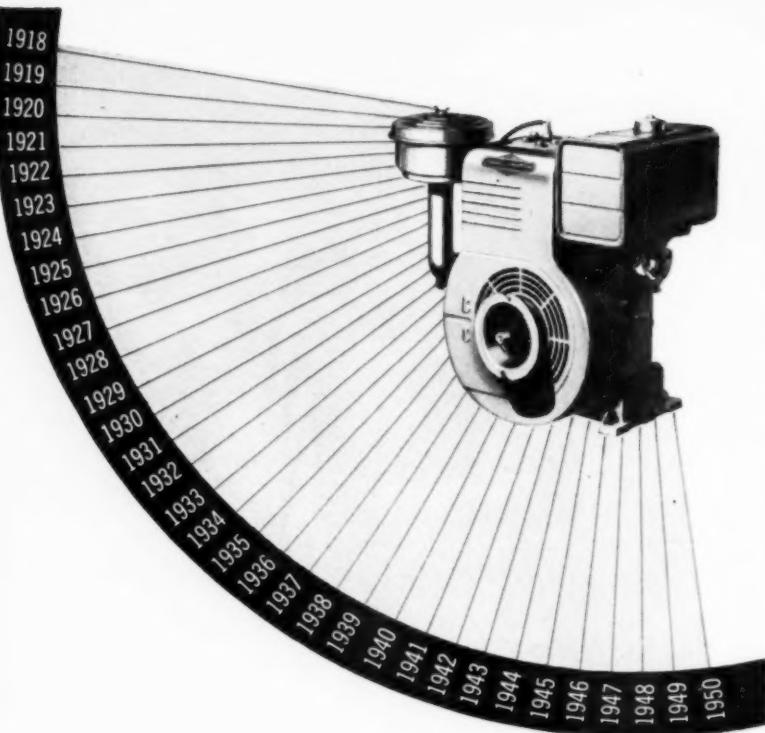
Please rush me complete information about your special introductory offer of chain merchandiser and chain cutter.

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FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____



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Milwaukee 1, Wis., U.S.A.



In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

Today's Selling Problems

(Continued from page 86)

stalled and few changes made, permitted the engine to operate at high efficiency on gasoline. Customers taking advantage of this service shop operation found that they could get a few more season's work out of their old tractors.

In other instances, the company has won the friendship of customers by making some special attachments which farmers wanted for their equipment. Schultz sells several types of crawler tractors in addition to conventional farm tractors mounted on rubber. Several of his customers had uses for their crawler tractors aside from their regular farming operations. One customer wanted to haul logging wagons in wooded areas; another used his to haul core drills and other equipment in clay pit mining operations.

For these jobs the crawler tracks needed extensions welded on each bar so it could bite deeper into the ground. They also needed extra protection from logs and other obstructions and protection underneath from stumps. To provide adequate protection, Schultz added a strip to each lug on the tracks, built a heavy steel protective grill for the front of the machine and added a steel shield underneath to protect the underside against stumps.

In addition to "extra service" Schultz believes that the implement dealer should be familiar with the "time studies" on each of the machines he sells so that he can use these figures when closing a sale.

There are many instances where the dealer and the customer are only \$25 to \$50 apart, and yet, if the dealer gave way, he might lose much of his profit.

Schultz points out one situation in which such knowledge was invaluable. One of his customers was trying to trade an old corn planter and small tractor in on a large tractor with a front-mounted two-row corn planter which was equipped with large hoppers. They were within \$50 of a mutually agreeable price. Schultz then emphasized the higher rate of production of the new equipment, pointing out to the farmer that in two days time he could make up the \$50. According to Schultz, the use of such statistics quickly closed the sale.

HARVEY
Red Hed
HAMMER
MILLS

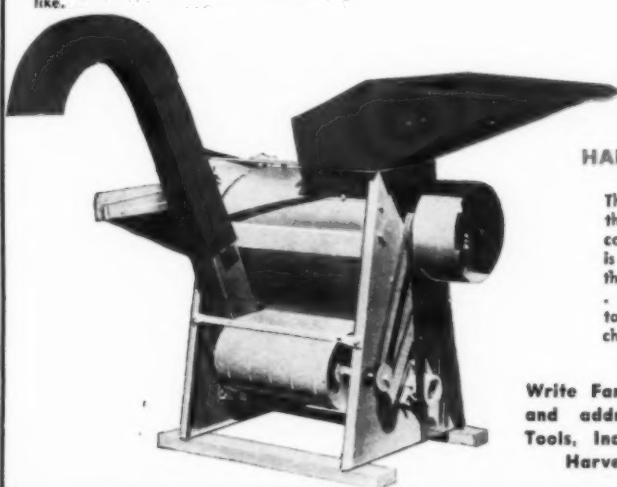


It's a fact . . . you get more bushels per horsepower hour . . . grinds one-third faster . . . uses little power . . . and cuts labor cost to the bone.

This makes the Harvey the greatest Hammer Mill ever built. Look at these features: free swing serrated hammers; even-flow self-feeding table; well balanced rotor eliminates vibration; three-way action gate; large screen for high capacities. These are only the beginning. Write for folder giving dozens more.

**HARVEY Red Hed
CORN SHELLER**
with Patented
KERN-O-LIZER

Now you can offer your trade a corn sheller that gives them 140 to 150 bushels per hour. The reasons . . . 42% more shelling area . . . the patented "Kern-O-Lizer" with its three-way action shells inside and outside the cylinder and forces cobs and husks toward the cob outlet . . . 4 position feed table . . . and many more. Let us send you a folder describing twelve great Harvey Corn Sheller features your customers will like.



FAST WORKERS that Build Sales!



When it comes to saving time and money on the farm, it is RESULTS, not mere claims, that count. With the Harvey "Red-Hed" Line to back you, it is not difficult to convince the most critical farmer that here is the answer to his major time-consuming problems. For instance . . . Harvey "Red-Hed" Hammer Mills grind one-third faster—give more bushels per horsepower . . . the Harvey "Red-Hed" corn sheller has 42% more shelling area—shells 140 to 150 bushels per hour . . . and the Harvey four-in-one Farm Elevator handles and stores grain, ear corn, bagged materials or baled hay faster than it has ever been done before and at a fraction of the cost.

Yes, these fast workers build sales . . . and they build good will, too, because your customers will soon discover there is no better way to save time or money than with these three Harvey "Red-Heds" working for them.

See your nearest Harvey distributor for all the facts. Why not contact him now.



HARVEY Red Hed FARM ELEVATORS

This all-purpose Farm Elevator speeds up the handling and storing of grain, ear corn, bagged materials and baled hay. It is actually four elevators in one—and for the price of one. It is easy to operate . . . saves time and money . . . and takes toil out of tiresome farm chores. It is a real sales builder.

Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line Distributors.





Products of 35 southern farm equipment manufacturers were on display

ATLANTIC Steel Company, Atlanta, Ga., one of the South's leading producers of finished and semi-finished steel, held "Open House" May 5-6 for manufacturers, customers, stockholders and friends.

An important feature of the event was a Southern Agricultural Implement Exhibit in which southern farm equipment manufacturers unveiled their newest and latest developments.

Having as its theme "Dixisteel on Dixie Farms," the occasion emphasized the variety of products which this company makes for Southern farms and the wide range

ATLANTIC STEEL

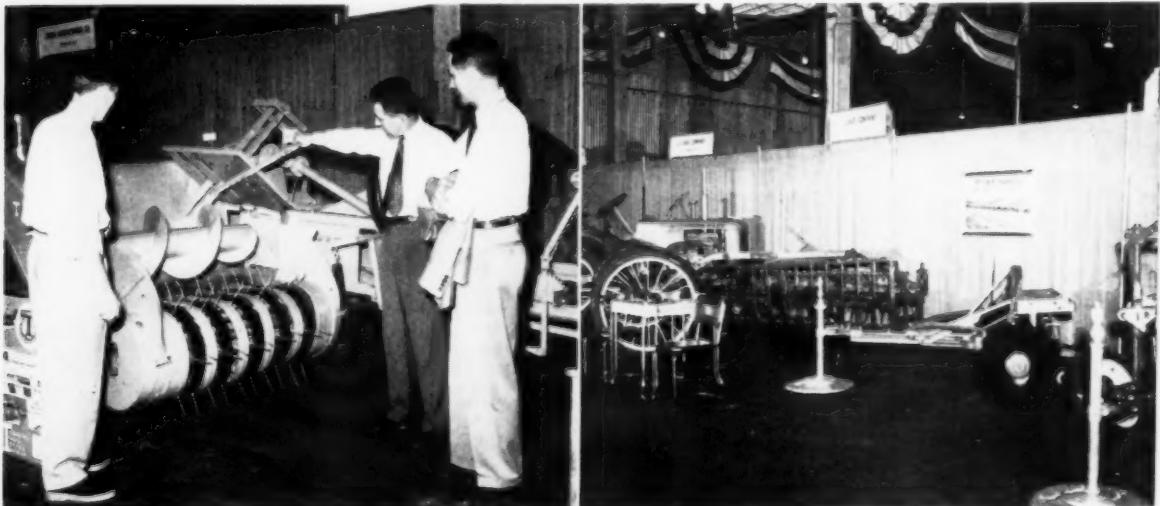
Spotlights Agricultural

of prime materials and fabricated parts which it supplies to manufacturers of agricultural machinery and equipment.

For the event, 35 farm equipment manufacturers located in 33 cities of seven Southern states—all of whom buy their steel or some of their parts from the company—displayed their products.

The agricultural exhibit was housed in one of the historic 1895 Cotton States Exposition Buildings which is now located in the heart of Atlantic Steel's operations.

In a brief talk to visitors, company President R. S. Lynch explained that in planning the open house it was decided to share the event with a group of the com-



E. E. Boyer, vice president of Turner Manufacturing Co., Statesville, N. C., explains automatic baler

Atlantic Steel Company's seal designated those parts furnished to the various manufacturers of equipment

pany's customers. The objective here was to show visitors not merely steel in the making, but also the use of this steel in an important group of end products.

In deciding upon a group of customers with whom to share the event, management chose the Southern Agricultural Implement Industry since "it is an industry that will be increasingly significant in our southern economy; it has a bright future, and it particularly demonstrates the great variety and uses of the finished and semi-finished steel Atlantic Steel produces."

Visitors attending the Open House celebration were taken on complete tours of the plant. Beginning with the Open Hearth and continuing through the plant, the

LYNCH'S COUNTRY STORE.



Howard B. Johnson, vice president, confers with L. A. Wallace, research engineer in "country store" set up to display company's farm products

OPEN HOUSE *Implement Exhibit*

displays showed how raw materials are processed into semi-finished and finished products for use on southern farms.

In the agricultural exhibit, visitors saw a variety of plows, harrows, distributors, peanut pickers and a wide range of other products for the farm, including Atlantic Steel's finished products.



The event marked the first time southern manufacturers have had the opportunity to display their agricultural products at such an exhibit

In Lynch's "Country Store," set up to display Atlantic Steel's finished products for farm use, President R. S. Lynch, behind counter, acts the part of a rural storekeeper. At left, J. H. Gilder, vice president, whittles, while Wilbur F. Glenn, vice president, right, watches the progress of a checker game



PULL-IN POWER

for REPEAT SALES



Billings LIFE-TIME® Wrenches SELL THEMSELVES with new, sensational MAGIC-CLERK* dispenser

Pull in more customers — more repeat sales — with Billings MAGIC-CLERK — "Square Foot of Magic Magnetic Selling Space". Attention-arresting magnetic display bar PULLS 'EM IN. Makes 'em Stop to try — Stay to Buy! Magic-Clerk contains 66 LIFE-TIME Wrenches in 3 popular styles — a self-selling Wrench Department. Costs you ONLY \$37.92. YOU MAKE QUICK PROFIT OF \$18.96.



*Pat. App. for

NEW LIFE-TIME® WRENCHES

Famous Billings Quality Wrenches. Made exclusively for the Hardware trade. Competitively priced to bring you extra profits from customers who demand the best.

ORDER FROM YOUR WHOLESALER TODAY!

* Selected Alloy Steel

BETTER BUY
BILLINGS
A

TOOLS WITH TRADITION SINCE 1869

THE BILLINGS & SPENCER CO. HARTFORD 1, CONN. U. S. A.

Harvester Co. Plans Parts Depot in Dallas, Tex. . . .

THE International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill., has announced the letting of all but one major contract for the construction of a service parts depot, costing approximately \$1,500,000, located in the Trinity Industrial district in Dallas, Texas.

The announcement was made jointly by E. H. Watkins and J. H. Matthews, International Harvester motor truck and general sales district managers in Dallas.

The Dallas parts depot will be the seventh of a chain of 12 depots to be operated by the International Harvester Co. throughout the United States. It will contain approximately 200,000 square feet of floor space and will store and ship service parts for all of the company's motor truck, farm equipment, farm tractor, industrial power, and refrigeration products.

The depot will serve Harvester dealers and company operations throughout the states of Texas, western Louisiana, and parts of Oklahoma and New Mexico, and will employ about 300 people when in full operation.

Mechanization Conference to Attract Large Crowd . . .

MORE THAN 600 delegates are expected to gather in Greenville, Mississippi, July 13-15 for the fourth annual Beltwide Cotton Mechanization Conference.

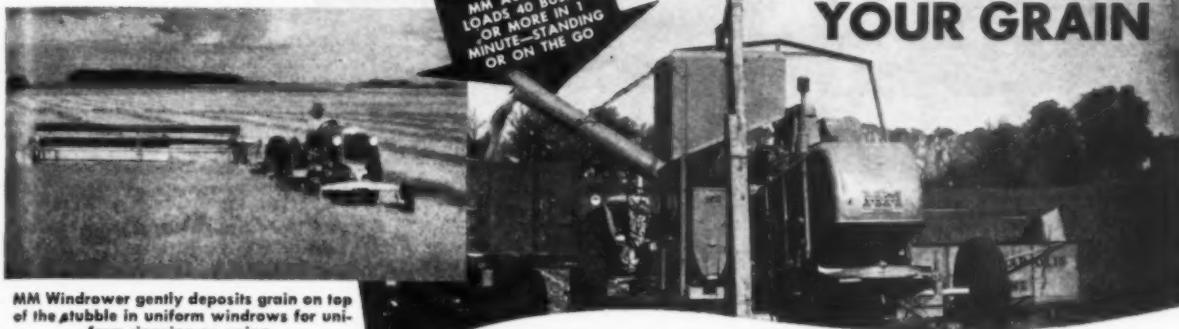
These representatives of the major farm organizations, the cotton industry, the Department of Agriculture, Cotton Belt land grant colleges and the farm equipment industry will discuss problems and progress in mechanization and will view actual field demonstrations of experimental equipment at the Delta Branch Experiment Station at Stoneville, Miss. Theme of the 1950 conference is "Mechanization—Opportunity and Necessity."

According to an announcement from the National Cotton Council of America, much emphasis will be placed on cutting man-hour requirements for weed control and cultivation. Both mechanical and chemical weed control will be studied in an effort to reduce costs in this phase of the cotton cycle, which is second only to harvesting in man-labor requirements.



HARVESTORS

ARE BUILT TO GET ALL
YOUR GRAIN



MM Windrower gently deposits grain on top of the stubble in uniform windrows for uniform ripening or curing.



Handy controls on the MM HARVESTORS permit operator to make adjustments safely to fit field conditions "on the go"—both when picking up windrow and when straight-combining.

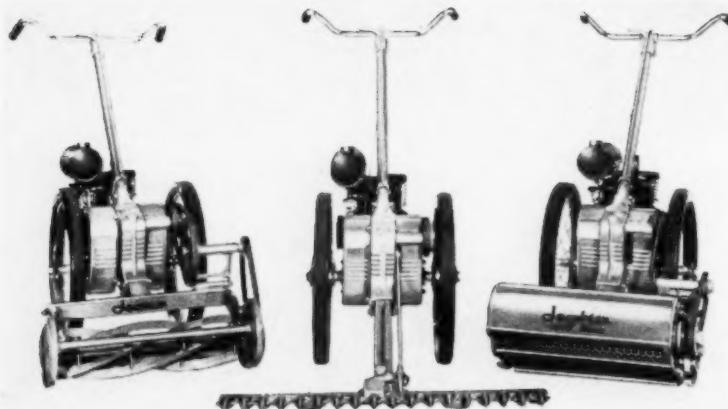


The HARVESTOR 69 has all the features that have made the name HARVESTOR stand for economical, dependable operation . . . for low-cost harvesting—shown here with re-cleaner.

Quality Control
IN MM FACTORIES ASSURES
DEPENDABLE PERFORMANCE
IN THE FIELD!

MINNEAPOLIS-MOLINE
MINNEAPOLIS 1, MINNESOTA





Jacobsen Co. Purchases Ronnco Products, Inc. .

THE JACOBSEN Mfg. Co., Racine, Wis., has purchased the exclusive manufacturing and sales rights covering the principle products of Ronnco Products, Inc., of Minneapolis, Minn., it was announced recently by E. A. Jacobsen, vice president and general manager of the company.

Engineering details, tools, dies, jigs, fixtures and machinery used in the manufacture of the Ronnco 36-inch power scythe and the Ronnco leaf mill are included in the transaction, according to Jacobsen. All machinery and materials involved have been transferred to the Jacobsen plant at Racine, where production will be started in May.

A feature of the new addition to the Jacobsen line is the adaptability of the basic power unit to other uses, it was announced. Probably the most important is the leaf mill, which picks up leaves, grinds them into small particles, and returns them to the soil.

Separate power driven leaf disposal units will be developed for the park and cemetery market, to supply additional outlets for the products in what would otherwise be an off-season, it was announced. Also, a lawn mower attachment will be available, and the addition of a snow blower to the line is contemplated.

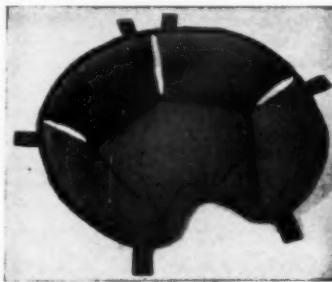
These new products will be added to the present Jacobsen line of hand and power lawn mowers.

New Tapateco Tractor Seat Cushion Is Crush-Proof . .

THE AMERICAN Pad & Textile Co., Greenfield, Ohio, is now marketing a new Tapateco tractor

seat cushion featuring long-wearing and comfort-giving qualities.

The new product is filled with a continuous pad of elastic Saran plastic fibres bonded with cured rubber latex. Prolonged crush tests, as well as tests in actual use,



are said to have shown that it is practically impossible to destroy the resilience or springiness of the pad. In addition, the new filler

material will not mat, and the cushion is covered with heavy, waterproof drill, styled to fit standard bucket-type tractor seats.

Ever-Tite Announces New Utility Farm Hand Hoist

THE EVER-TITE Mfg. Co., Davenport, Iowa, announces a new utility farm hand hoist that is claimed to make a convenient dump wagon out of any plain, flat-top or flare-top wagon box in a matter of minutes.

The hoist is a double-acting ratchet type which operates on both the upward and downward stroke of the handle. It will lift up to 6,000 pounds, 51 inches from top of the wagon gear, it was announced.

The hoist cable guide helps maintain a constant clearance between wagon bed and jack, as well as adding to the ease of operation and reducing the time required to load and unload.

A separate portable unit weighing only 60 pounds, the Ever-Tite may be carried along to market or stored on top of load for quick, easy unloading operations. It also raises poultry houses, farm buildings, heavy beams, etc., and elevates tractors or trucks for repairing tires or replacing wheels, or lifting vehicles out of mud holes or sand ruts, or stretching wire when repairing fences.

Circular and complete details are available from the manufacturer.



New utility farm hand hoist now being introduced by Ever-Tite Mfg. Co. Besides being useful for loading and unloading operations, raising poultry houses, heavy beams, etc., it elevates tractors or trucks for repairing tires or replacing wheels, or lifting vehicles out of mud holes and sand ruts

Another SATISFIED FEDERATED POLICYHOLDER

WORTHINGTON IMPLEMENT CO.
Worthington, Minnesota
December 10, 1948

Federated Mutual
Owatonna, Minnesota

Dear Sirs.

We purchased the John Deere agency in
Worthington on February 1, 1938. At that
time we called Mr. Pannell, your representa-
tive, to take care of our insurance needs.
We have had a few losses and we were
well pleased with the settlements and we were
dwellings covered by your company. Our
business relations we also have our private
been pleasant and we hope they will always
tinue for many more years. With best
wishes for your continued success we
remain

Yours truly,
John Deere
WORTHINGTON IMPLEMENT CO.
CCC.JP

THE OWATONNA COMPANY
Federated Mutual
MUTUAL IMPLEMENT AND HARDWARE
INSURANCE COMPANY
HOME OFFICE • OWATONNA, MINN.
SOUTHERN OFFICE • ATLANTA, GA.

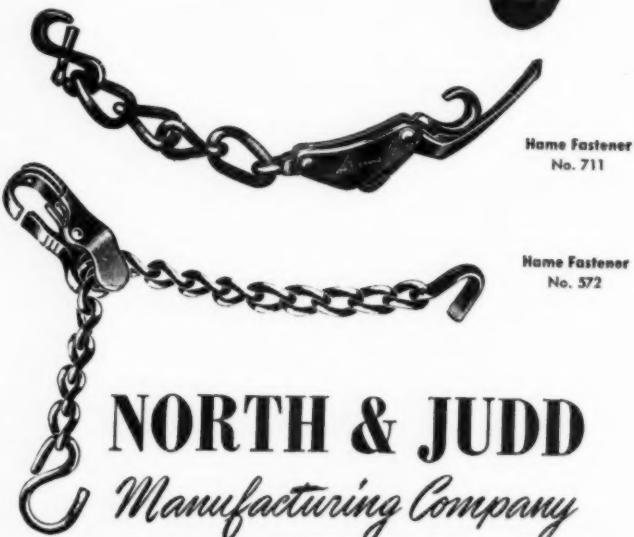
GIVE MORE VALUE...

GET MORE BUSINESS with Anchor Brand Hardware

Big favorites with farm customers, Anchor Brand Hardware products are rust-resistant and built to last... for greater customer satisfaction.

From Snaps to Hame Fasteners, you'll make more... sell more... when you feature the complete Anchor Brand line. A fine reputation for quality and dependability has made Anchor Brand *first choice* with farmers everywhere.

Contact your jobber today. Carry a full stock... and profit!



NORTH & JUDD
Manufacturing Company

NEW BRITAIN



CONNECTICUT

New York • Boston • Philadelphia • Chicago
St. Louis • Dallas • Los Angeles • San Francisco

MAKERS OF ANCHOR BRAND HARNESS AND SADDLERY HARDWARE
THE MOST COMPLETE LINE IN THE WORLD



Organizing a Real Outside Sales Force

(Continued from page 89)

salesman is still a member of the company team, and all employees of the company are very cooperative with each other."

What about the expenses of maintaining such a program?

"The company assumes the upkeep of the trucks and pays for all gas and oil used," says Jones. "However, we have found that the income from parts sales on each call helps us to about break even on these expenses. We have figured it up and found that the sale of parts amounts to an average of \$8 per tractor call. There is also the sale of accessories to consider on these calls. Sometimes a farmer will not buy accessories for his new tractor or equipment, because he doesn't believe he will need them, or is reluctant to take on the added expense. Often, after using his tractor for a while, he is very much ready to buy additional accessories, and all that is needed is for the call to be made."

In selecting salesmen, Jones says that "We simply have chosen men who had a farm background, at least a high school education, and some mechanical ability. Two of our present salesmen were formerly mechanics. We also send each of them to all sales schools conducted by the distributor of the tractor we sell, and then I usually go around with them each month, in order to help them in any initial difficulties."

Each salesman has a written check list of items to check on a tractor when making a service call. However, none of the men specializes in any one phase of the mechanical end of the business. This check list limits the work done on the service calls to that of spotting major defects and needs, and correcting the minor ones. Jones feels that any intelligent man with sufficient incentive and the background mentioned above soon can become proficient in such a job.

This firm has found that selling farm equipment to farmers is a long-range job, demanding continuous calls on prospects and dependable service. These owners point out, also, that to be successful a company must take advantage of every opportunity to demonstrate and discuss the outstanding features of the equipment.

why wait for electrification?



GOULDS ANNOUNCES

A Complete New Line
of Gasoline Driven
WATER SYSTEMS

For Shallow
or Deep Well



1 H. P. Jet-O-Matic, Close-Coupled
Engine-Driven Unit.

For Shallow
or Deep Well



1½ H. P. to 5 H. P. Jet-O-Matic, Close
Coupled Engine-Driven Unit.



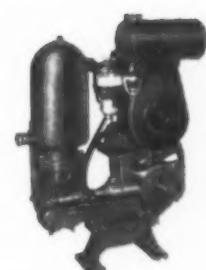
Portable Utility Pump — for any use
anywhere.

Your water systems market is broader than ever . . . richer than ever, now—with the Goulds line. Production of our new line of gasoline driven reciprocating and jet pumps means that you have the right pump for *every* prospect — *whether he has electricity or not!*

And the new line is backed by Goulds service-proven reputation for building the finest pumps of every type. See your Goulds distributor—or write us, now. It's a profit opportunity you won't want to miss.

GOULDS PUMPS INC. • Seneca Falls, New York

Cid Horizontal Automatic Oiling Pi-
ton Type Shallow Well Unit.



Pyramid Horizontal Automatic Oiling
Piston Type Shallow Well Unit.



Cid Automatic Oiling 6" and 9" Stroke
Working Head, for Deep Well Service.



GOULDS WATER SYSTEMS
102ND YEAR
FOR EVERY FARM AND HOME NEED

Roy C. Ingersoll Named President of Borg-Warner

ONE of the leading figures in the agricultural implement industry, Roy C. Ingersoll, has been named to the presidency of Borg-Warner Corporation, 310 South Michigan Ave., Chicago 4, Ill.

In announcing Mr. Ingersoll's appointment, it was stated that the corporation's board of directors "not only recognized Mr. Ingersoll's outstanding executive ability, but also recognized the important place the agricultural implement industry occupies in our modern economy."

Mr. Ingersoll began his long association with the industry in 1908, when, upon graduation from college, he joined his father, S. A. Ingersoll, founder of the Ingersoll Steel business, in the operation of this enterprise.

In 1909 he was named general manager of the Norwalk Steel & Iron Company plant at Norwalk, Ohio. In later years he was instrumental in bringing about a widespread business expansion which included acquisition of what



R. C. Ingersoll

is now the New Castle steel plant at New Castle, Ind.; the purchase of the West Pullman plant of Whitman & Barnes; and in 1937 the purchase of U. S. Pressed Steel Company of Kalamazoo, Mich., where teeth for weeders, spring-tooth harrows, rakes and implement seats are manufactured. This plant was greatly expanded for war work, and now, in addition to agricultural implements, produces a complete line of warm air furnaces.

One of Mr. Ingersoll's most

significant contributions to the industry came in the early days of World War II. When allotments of steel were being made to various industries, the farm equipment industry was allotted only 21 percent of normal requirements.

Because of his thorough familiarity with the problem, Mr. Ingersoll was chosen by a group of eight of the leading farm equipment manufacturers to present their case to Donald Nelson. As a result of the appeal made, the allotment of steel for the farm equipment industry was increased to more than 60 percent.

Another contribution made by Mr. Ingersoll to the farm equipment industry was his development of the heat-treated disc, and the installation of equipment to produce this disc in quantities to care for the needs of the industry.

Mr. Ingersoll is a long-time member of the Agricultural Engineers Society. He has served as president of the Auxiliary to the Farm Equipment Institute, president of the Illinois Chamber of Commerce and since 1941 has been a director and vice president of the U. S. Chamber of Commerce.

Controlling Trade-Ins

(Continued from page 90)

to get the self-propelled job. Within a week I could trade in 25 drag-type combines if I wanted to. But again, no one knows what they will be worth six months from now, or three months, so I can't afford to trade in very many. My policy also limits used combines to six on hand at any one time, or two at each of our locations. We will also keep a close watch on plows and other small items, but a dealer can't get hurt so bad there.

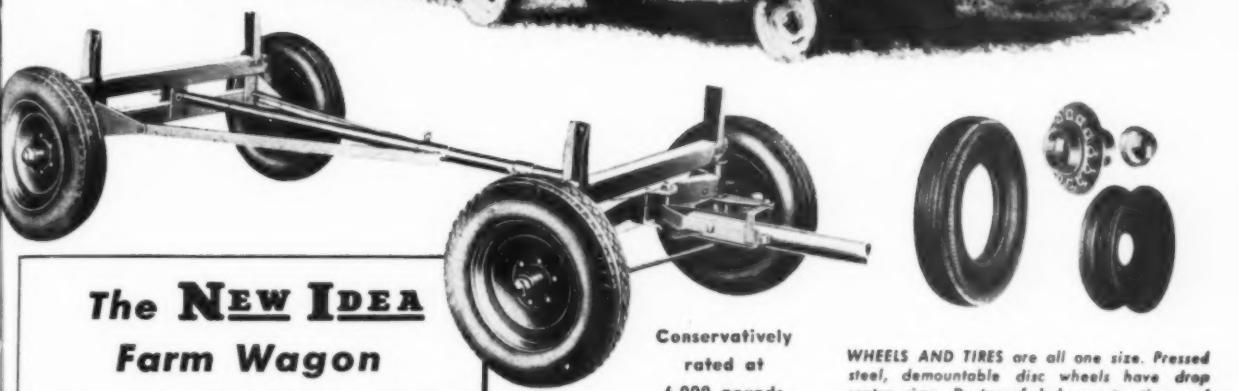
Several factors are responsible, as I see it, for the volume of trade-in business that is available or will be.

For one thing, there is more good equipment on the farms than ever before. Farmers have prospered and most of them have money in the bank. The farmer of today is a business man. He has learned that newer and better equipment will get the job done quicker and better and make him more money. So, just like you and I, he wants something better.

But the farmer, again like you and I, is lazy. He cannot now be interested in a tractor that doesn't

An advertisement for The Empire Plow Co. The top half features the slogan "EXTRA ACRES of TROUBLE-FREE WORK with EMPIRE Products" in a stylized, jagged font. To the right is a large graphic of a plowshare with the word "EMPIRE" written vertically on it. Below the plowshare, the text "Heat Treated for TOUGHNESS" and "Tempered for PERFORMANCE" is written. A small paragraph explains the benefits of the plow's construction. The bottom half of the ad includes the text "With an added springiness and strength, Empire tillage tools draw light, scour freely, and run true longer." and "THE LINE WITH READY TRADE ACCEPTANCE". The bottom right corner shows the years "1840" and "1950" with a decorative border. The center bottom contains the company name "THE EMPIRE PLOW CO." and the tagline "In Our Second Century of Progress" and "CLEVELAND 4, OHIO".

In this day it's hard to believe



**The NEW IDEA
Farm Wagon
now sells for under \$200**

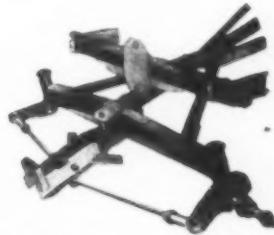
Conservatively
rated at
6,000 pounds
capacity.

WHEELS AND TIRES are all one size. Pressed steel, demountable disc wheels have drop center rims. Dustproof hub construction and steel hub cap protect axle from dust and grit. Tires are 6.00-16, 4-ply heavy duty auto type.

The all-purpose farm wagon, like every other item in the complete line of **NEW IDEA** Specialized Farm Equipment, has always been sold on the basis of value—not price. Features of superior design and quality construction give the higher priced makes a real run for their money. Ask anyone who has tried to sell in competition.

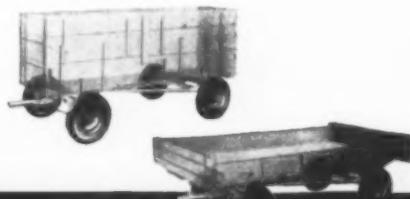
To be able to offer such an outstanding farm wagon value—at a price that is competitive to ordinary wagons sold basically on price—gives **NEW IDEA** Dealers a tremendous sales advantage. Ask anyone who holds the **NEW IDEA** Dealer Franchise.

Finding the ways and means, through better engineering and production facilities, to build the very best equipment at the lowest possible price is one of many reasons why you'll find **NEW IDEA** Dealers are usually happier and more prosperous. If we are not adequately represented in your territory, please write us today.



STEERING MECHANISM has socket for floating tongue, adjustable steering rods, hardened bushings. Lost motion is eliminated. Wagon trails perfectly and has shorter turning radius.

FULLY ADJUSTABLE to fit all types of wood or metal beds, racks or boxes.



NEW IDEA

AVCO
DIVISION MANUFACTURING CORPORATION
COLDWATER, OHIO SANDWICH, ILL.



have a self-starter. So as I indicated, who knows what a used tractor without a starter will be worth six months from now?

Nevertheless, and in addition to being a business man, the farmer is the best trader in the land. He may have, or pretend to have, an exaggerated idea of the value of his used equipment. But when he goes to trade he knows full well he won't get more than he asks for. So he asks plenty.

Another factor creating a demand for new equipment, and calling for trades, is Government crop control. Let's assume that a farmer has a substantial acreage reduction in wheat and must plant more of his land to row crops. Naturally, he wants to trade his wheat-type tractor on a row-crop tractor. That does not apply generally, but it does in our territory, and crop control will have some influence countrywide.

Our trade-in policy should not be interpreted as meaning that we will take any trade that comes along until we have 10 used tractors. If we only have six used tractors, and a farmer insists he must have more than the tractor

is obviously worth, we won't trade.

But in cases like that we don't propose to make enemies. The procedure would be to point out to the farmer that although we simply can't meet his price, perhaps some other farmer will. We identify prospects for his sale and urge him to try and get his price from among his neighbors and acquaintances. In addition we make an earnest effort to sell, and often do sell, his tractor through one of our three outlets. To supplement this effort we use bulletin boards listing the equipment for sale by various farmers.

Another point at which we exercise care is in the sale of a used tractor. We do not give a guarantee. But we do give the buyer a reasonable amount of free service if he has trouble.

It is my belief that my policy will work. At least it will keep me out of serious trouble, of that I am sure—trouble such as has come to a dealer I know about.

At this writing that dealer has 28 used tractors on his lot. He is trying to sell for \$250 each, some tractors he gave \$750 for.

New Portable Sprayer Added to Brown Line

W. R. BROWN Corp., Chicago, Ill., announces the addition of a new lightweight model to its line of portable Speedy sprayers. Although list priced at only \$18.95. less motor, Speedy Sprayer 750 uses a $\frac{1}{4}$ h.p. direct motor drive, and thoroughly atomizes any material, including water base paints, enamels, varnishes, lacquers, calso-mine, and insecticides.

The oversize compressor develops 25 lbs. working pressure and delivers $1\frac{1}{2}$ cubic feet of air per minute. An improved, long-life diaphragm is said to assure clean oil-free air. Unit never needs oiling, since bearing is grease packed at the factory and sealed for life. All moving parts are safely enclosed.

A convenient built-in handle on the modern, streamlined compressor adds to carrying ease. Compressor is mounted on a sturdy, rubber cushioned base. Also included in the Speedy Sprayer 750 outfit are a siphon feed gun with one-piece aluminum pint cup, and 10-foot high test rubber air hose.

This sign packs 'em in!

DEMPSSTER
WATER SUPPLY EQUIPMENT



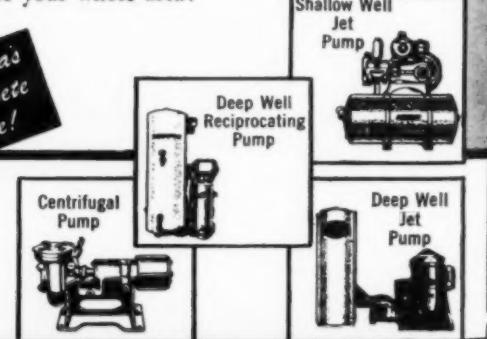
Earn Big Profits
From NEW CUSTOMERS

When you handle DEMPSSTER, you sell EVERYTHING for farm water systems! Shallow and Deep Well Reciprocating Pumps • Shallow and Deep Well Jet Pumps • Centrifugal Pumps • Steel Tanks • Windmills • Irrigation Equipment • Distributors of pipe, fittings and plumbing supplies.

DEMPSSTER MILL MFG. CO.
Beatrice, Nebraska

Whenever a new high line is constructed in your trade territory, scores of farmers start thinking about water supply systems for the first time. They will come to you as *new customers* if you carry DEMPSSTER, America's complete line of water supply equipment.

DEMPSSTER products have been the yardstick of quality for over 70 years. They are backed by strong national advertising and a dealer-proved dealer program. With DEMPSSTER your store can be "water supply headquarters" for your whole area!



An Opportunity

**For a dealership with
America's FASTEST GROWING
full-line farm machinery company**



MASSEY-HARRIS has been doing a lot of things these past few years that are strikingly original.

During the wartime period Massey-Harris inaugurated a new Sales and Merchandising Plan for its dealers . . . looking ahead to the day when farm machinery had to be sold again . . . making sure that its dealers would be in a strong, competitive position.

As a farm machinery dealer you know what that plan has and is accomplishing. You have seen Massey-Harris sales double and redouble and redouble again since before the War. This is a record of growth unparalleled in the whole history of the farm machinery business.

Tied to a line of tractors, combines, and

farm machinery that is admittedly leading the field in soundness of engineering and field performance . . . to a company policy that looks upon the dealer as a "partner" . . . to a dealer franchise that is more liberal in its agreements, this plan builds and maintains dealer enthusiasm — opens the way to greater opportunities and profit.

Massey-Harris is enlarging its dealer organization. There are many open territories. Yours may be one.

So, if you are looking for an OPPORTUNITY to grow, to make more money, to be in a stronger competitive position, it will pay you to look into the Massey-Harris program. The branch nearest you will be glad to explain. Write or wire for details.

THE MASSEY-HARRIS COMPANY

Quality Avenue, Racine, Wisconsin
Branches in Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Des Moines, Iowa; Enid, Oklahoma; Grand Forks, N. D.; Harrisburg, Pa.; Kansas City, Kan.; Los Angeles, Calif.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Nebraska; Racine, Wisconsin; St. Louis, Mo.; Stockton, Calif.; Wichita, Kan.

*Make it a
Massey-Harris*





John Deere Introduces Small Grain Elevator .

JOHN Deere, Moline, Illinois, has introduced a new many-purpose, small grain elevator that loads bins or box cars, takes grain from bins, and picks up grain from piles in the field. It is said to eliminate the hard work of hand scooping, reduce man hours, speed up harvests, and cut grain-handling costs.

The new elevator may be equipped with a big-capacity hopper for loading bins or box cars or with an extension auger and hopper for emptying bins and picking up grain piles. Either attachment is regular with the other as an extra.

The unit is built for many years of service, it was announced. Elevator sections are made of heavy tubular steel. Big-capacity, long-wearing rubber flights will not damage grain. A well-braced, tubular-steel truck, carried on roller-bearing, rubber-tired or steel wheels, gives support and maneuverability. The elevator is

driven by an enclosed, trouble-free roller chain.

The new John Deere small grain elevator is available in 22- and 30-foot sizes.

New Stalk Pulverizer Announced by Schultz

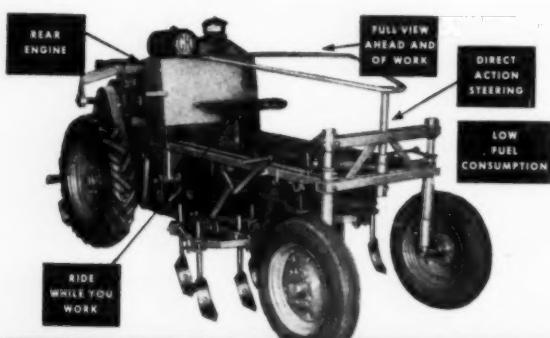
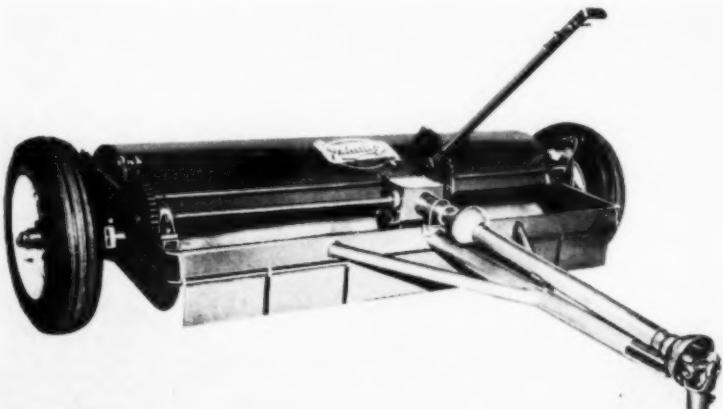
H. SCHULTZ Mfg. Co., Rochelle, Ill., has announced a new

and improved, heavy-duty, hammer-type stalk pulverizer. This latest addition to the company's line of cornpickers, rotary hoes, wagon loaders, and repair parts is offered to farmers now after many field tests proved the increased efficiency of the improved design, according to Schultz engineers.

Cutting edges are said to follow ground contours of row crops and effectively pulverize material between, as well as in, the rows—of particular advantage when cutting corn stalks in fields where cattle or hogs have been feeding.

Hammers of the Schultz stalk pulverizer have six cutting edges, instead of the usual three. Therefore, stalks, weeds, and crop residues are cut, shredded, and pulverized into a fine mulch. Heavy, balanced rotors are furnished with the improved Schultz hammers or with chain flails, as preferred.

The pulverizer is an all-purpose farm cutter with an easily operated, single lever height adjustment, which instantly changes cutting height to suit field conditions or provide high clearance for road travel.



GH TRACTOR

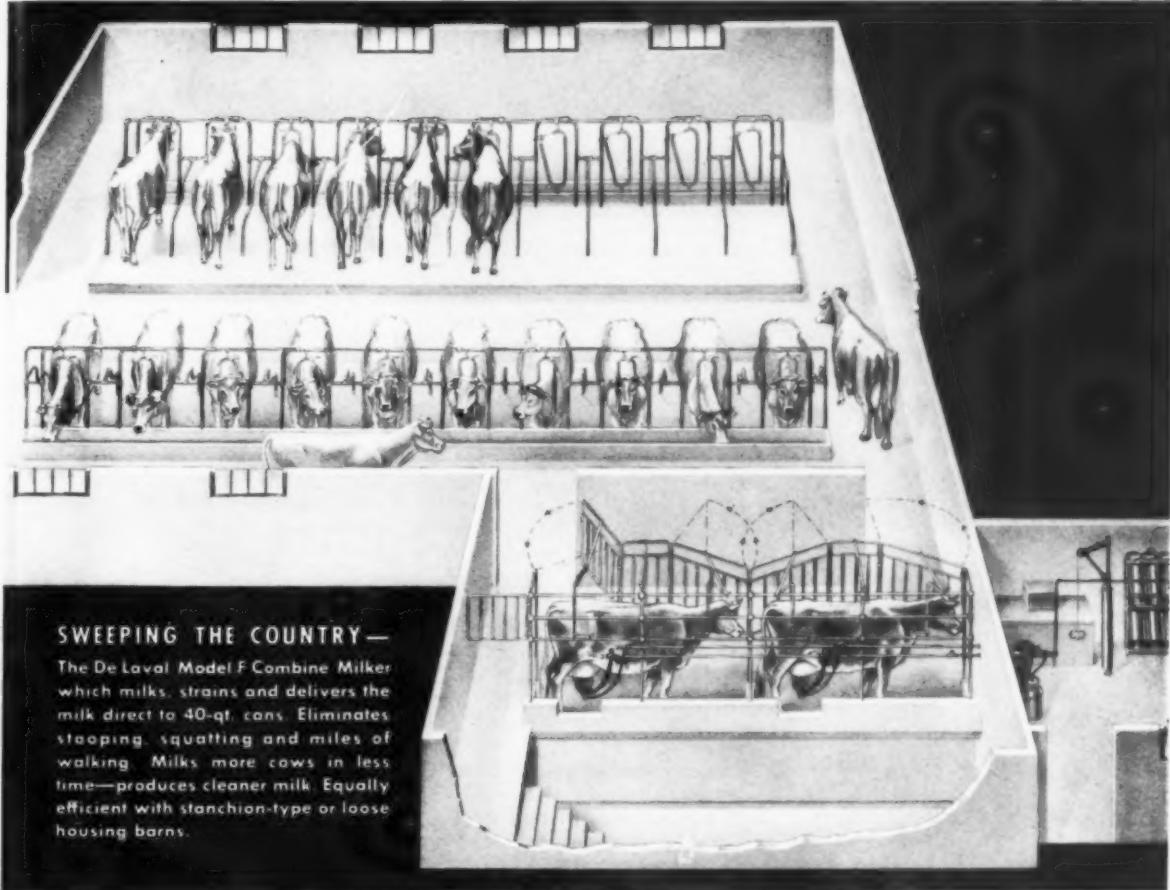
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GRAND HAVEN, MICHIGAN

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or dealers who can display and demonstrate this brand new design of a ride-on full-view tractor. A junior tractor for large farms... the primary tractor for small acreage farms. The first new design in a decade... now in its fourth year of successful operation... and a profit maker for live dealers.

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New De Laval
Magnetic Speedway
Milker

De Laval engineered for still better, faster, cleaner milking. Newer, stainless steel unit and Pulso-Pump.



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Especially designed for the man who milks 10 cows or less...low in price...inexpensive to install...relieves the drudgery of hand milking for the small herd owner.



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Write Your Nearest De Laval Office



For Full Dealership Information

trol dome. A built-in valve assures a steady flow of water without continuous starting and stopping, it is claimed. The pump delivers up to five gallons of water a minute, with pressure ranging from 20 to 40 pounds.

The unit fits under standard sinks or in other small areas. It measures 18 inches long, 9 inches wide, and 11 inches high. Weighing only 90 pounds, it can be carried from place to place.

The Steady-Flow System delivers a steady flow of water from wells up to 22 feet deep, the manufacturer announced.

M-H Orchard, Vineyard Models Now Available

THE Massey-Harris Co., Racine, Wis., announces the availability of the 44 Orchard and 44 Vineyard models of the Massey-Harris 44 tractor.

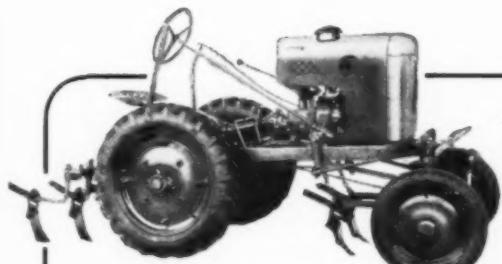
The completely shielded 44 Orchard model is designed to meet exacting requirements of orchard work, it was announced. Heavy gauge sheet steel shielding, with rolled edges and long backsweeping lines is said to enable the 44

Orchard to get under low hanging branches without danger to driver or damage to tree.

Driver's seat is farther back and lower, and a hand-operated clutch is used. Tread width is narrow, 46 inches, for maximum maneuverability among narrow rows. Turning radius is approximately 11 feet. Either side of the

hood may be fully opened for service or inspecting by turning two fasteners $\frac{1}{4}$ inch. Air intake is streamlined almost flush with the top of the hood, and engine exhaust is located under the flare of the hood, so no obstructions can catch at branches or damage crops.

The 44 Vineyard has a narrow,



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FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

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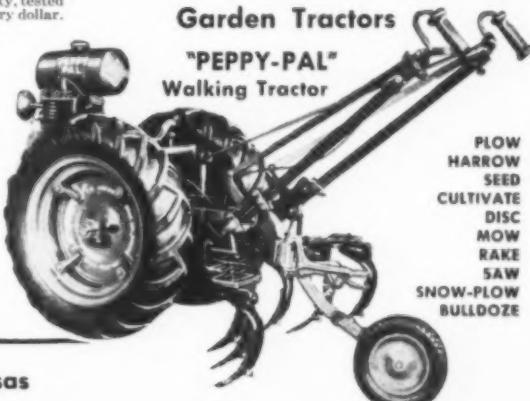
You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now.

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That Helps Sell Itself**

shaw

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Garden Tractors**

**"PEPPY-PAL"
Walking Tractor**



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HARROW
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46 inch, tread for good clearance. It is claimed to have a short turning radius of approximately 11 feet, and is not shielded. Hand clutch is also standard equipment as a convenience and safety feature.

Both units have all regular Massey-Harris tractor features, including 4-cylinder, heavy-duty, 260 cubic inch engine, five forward speeds, shock resistant steering, and individual wheel brakes, internal expansion type for quick, positive action, it was announced.

Federal Announces Hand Drill Saw Attachment . . .

FEDERAL Engineering Co., 37 Murray St., New York, N. Y., has announced a new circular saw attachment for use with hand drills. Using a 4-inch blade, the new Fedco Sawrite Jr. attachment fits any $\frac{1}{4}$ " hand drill.

Engineered for use by the craftsman, the attachment is safe to use. It features an enclosing guard, with only the cutting edge of the blade exposed. The depth gauge and guide are adjustable

over the full range of $\frac{1}{8}$ to $1\frac{1}{8}$ inches. A notch on the leading edge of the gauge permits easy following of a line.



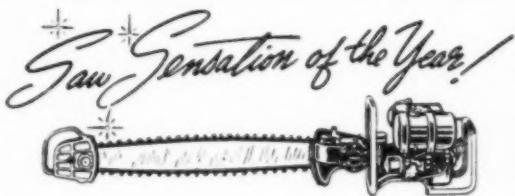
The large handle, grooved to fit the fingers, is low and in line with the blade, so that all the thrust is direct and in the most comfortable position for the user, it is claimed. With the other hand holding the

drill, the total effort is in line with the cut and any chance of twisting the saw, thus causing the blade to bind in the cut, is said to be minimized.

The saw can be used for cutting wood, plastics, wallboard, tile-board and all similar materials, and is especially useful for shelving and similar jobs, it was announced. The gauge is parallel to the blade, and guide strips may be clamped to the work for even easier following of the line for careful work.

The saw blade is four inches in diameter and is made of chrome alloy steel, precision ground, hand finished, correctly heat treated, evenly balanced, properly tensioned and accurately fitted, the manufacturer claims. It is supplied in combination tooth. It will stand long use before resharpening is required and will permit many resharpenings, the manufacturer announced.

The Sawrite attachment is priced at \$6.95, with blade. A blade for metal cutting will be announced shortly. Further information is available from the manufacturer.



New Lombard 30" Two Man Chain Saw — Model 42
4 h. p. — weight only 44 lbs.
Equipped with famous Warren High Speed Chain —
cuts easier, cuts faster, cuts longer without dulling
Also Model 4 19" One Man Saw and Model 7 Master
Two Man Saw in 24, 36 and 48" sizes

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- ★ NON-DRIP SPOUT
- ★ ADJUSTABLE REVOLVING BEARER
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Designed for wells and cisterns up to 25 feet deep. This low-price, high-quality 20-pound pump is $10\frac{1}{2}$ " high, has a 3" polished cylinder diameter and a $1\frac{1}{4}$ " suction connection for standard pipe tap. Finished in handsome green enamel. Write today for complete information.

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Southern HARDWARE

Hardware and Allied Lines--Farm Operating Equipment

Vol. 119 July, 1950 No. 7

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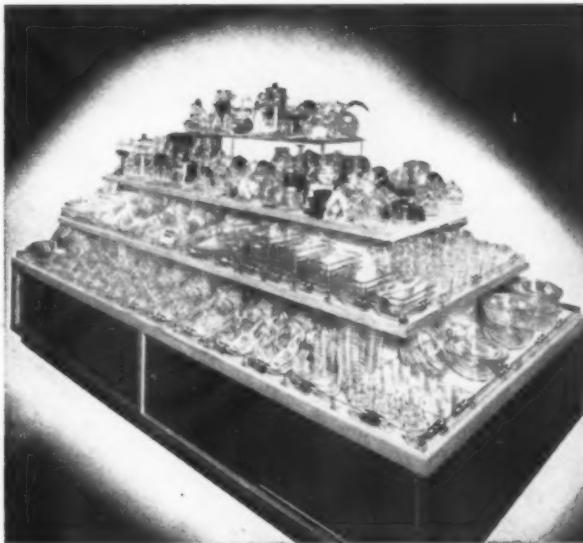
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Rigid CARLON pipe is furnished in 20-foot sections which can be joined in minimum time by means of plastic sleeve-type fittings.



CARLON PLASTIC PIPE is guaranteed against rot, rust, and corrosion, and its light weight eliminates the need for materials handling equipment.

CARLON fittings permit plastic-to-plastic or plastic-to-metal connections. Plastic pipe can be joined to previously installed metal piping systems.



CARLON plastic pipe does not require special tools for installation. It is practically unbreakable, and it can be laid above or below frost level.

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CARLON pipe is available in FLEXIBLE and RIGID types. Flexible CARLON follows ditch or surface contour without use of fittings, and it can be furnished in lengths up to 400 feet (depending upon diameter) to facilitate rapid and economical installation.

The first real pipe that is plastic!



CARTER PRODUCTS CORPORATION

Specify the Pipe with the Stripe!

10456 MEECH AVENUE

CLEVELAND 5, OHIO



CARLON "EP" PIPE

NOM. PIPE SIZE	O.D.	I.D.	EST'D B.P. P.S.I.	WT. PER FT.	NORMAL SHPG. LENGTHS
1/2"	0.840	0.622	540	0.103	400 ft. coils
5/8"	1.050	0.824	350	0.140	400 ft. coils
1"	1.310	1.070	200	0.181	300 ft. coils
1 1/8"	1.660	1.380	200	0.267	300 ft. coils
1 1/2"	1.900	1.610	200	0.320	250 ft. coils
2"	2.378	2.070	170	0.445	200 ft. coils
2 1/2"	2.875	2.469	170	0.68	200 ft. coils
3"	3.504	3.070	165	0.91	100 ft. coils
4"	4.504	4.030	150	1.25	25 ft. str.
6"	6.630	6.070	115	2.23	25 ft. str.

Identification Stripe: WHITE—Standard Pipe
RED—Heavy-duty Pipe

SPENDTHRIFT ROAD TO SOCIALISM

No. 3 in a series of editorial messages

EVERY time the sun sets your federal government is \$15,000,000 deeper in debt. How long can this last?

This is the disturbing reminder appearing on a number of billboards erected by the chambers of commerce of Anniston and Gadsden, Alabama. It is a message which might well be displayed on every highway in the nation, printed in every newspaper, and repeated on every broadcasting station. For until the people generally become aware that the road we are now following leads not only to national bankruptcy but to the loss of our individual liberties, it will be difficult to curb our present wild orgy of federal spending.

Not many years ago the first "billion dollar Congress" aroused widespread criticism. Yet, our federal government today is spending at the rate of a billion dollars every nine days!

During these days of peak prosperity, with tax collectors taking nearly 30 per cent of the total national income, our federal government still operates in the red. Present estimates are that the federal debt will be increased nearly seven billion dollars this fiscal year.

That federal debt, today, has passed the astronomical figure of a quarter-trillion dollars. The figure is meaningless unless we apply some measuring stick—such as the fact that this debt is nearly twice the assessed value of all the nation's farms, homes, factories, business buildings and other capital assets.

More disturbing than the size of the debt is the failure of government to do anything about it.

From the first world war the United States emerged with a debt of more than \$26 billion, which then seemed a back-breaking burden. But as the result of sound fiscal policies the debt was cut almost in half by the end of 1930.

In striking contrast, we are today adding to the

federal debt substantially, even during years of great prosperity and maximum tax returns.

Admittedly, there may be little prospect of important savings in the war-connected expenditures which make up the greater part of the proposed \$42 billion budget for the fiscal year 1951. But in that same budget the proposed expenditures for domestic programs—such as housing subsidies, public works, social welfare, agricultural subsidies, etc.—were set at more than \$11 billion. And that's almost double the 1948 outlay for those same programs. That's extravagant spending.

The federal government today has more than 2,000,000 civilian employees—nearly twice the pre-war total—whose combined payroll exceeds \$6 billion. Surely here is opportunity for savings.

But instead of economizing on other expenditures in order to finance such an emergency as the "cold" war, our economic planners propose more

heavy raids on the federal treasury. One is socialized housing. Another is socialized medicine. Still another is the Brannan plan. Ultimate cost of each would be many billions of dollars.

"If we do not reduce these federal expenditures, the alternative is more taxes or deficits, more government competition, and more regimentation," says Senator Harry F. Byrd. "The fact is that deficit financing in time of peace is piling up a federal debt to proportions in which the liberties of free enterprise cannot survive. . . . Neither a democratic form of government nor a free enterprise system can exist in national insolvency."

Meantime, what can we individually do about it? We can express our views to the members of Congress. We can urge that non-essential expenditures be eliminated and the budget balanced. We can help keep local interests from seeking federal appropriations. We can create wide-spread support for a rigid program of economy.



How to increase sales with **DIXISTEEL** nails



Everybody needs nails — especially the handy sizes for use around the home. Yet most folks forget to buy them when they are in your store.

So, why not take advantage of this situation and put some packages of DIXISTEEL Wire Nails and Brads out where your customers can see them and *buy* them on the spot?

The new, red, yellow and black DIXISTEEL packages are real eye-catchers.

Order a supply of DIXISTEEL Wire Nails and Brads from your wholesaler and watch your profits grow!

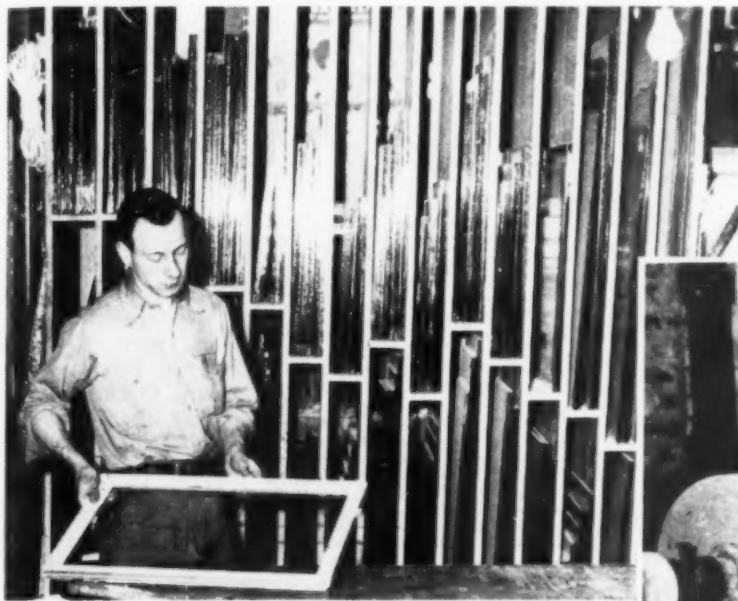
Atlantic Steel Company

MAKERS OF **DIXISTEEL** SINCE 1901

ATLANTA, GEORGIA



Try this little sure-fire merchandising trick! Take a few packages of DIXISTEEL Wire Nails and Brads and put them out on a counter where your customers can see them. Place a small sign in back, asking this simple question: *Need Nails?* Our representative will be glad to give you a sign, or if you prefer, write us and we will send you one.



Left, an employee selects the type of glass most suitable for a tea tray. Below: Chapman J. Gilbert seams the edges of a pane of window glass



With Complete Service

GLASS PAYS BIG PROFITS

SALES of glass and installation work account for a substantial share of annual volume for a neighborhood hardware store in Washington, D. C., operated under the name of the Becker Paint and Glass Co.

Handling glass is no bugaboo for the owners of this store. In fact, they discovered long ago that glass work can be profitable, and the store has been successful in building a reputation for handling capably any glass job.

Whether it be a pane of ribbed wire glass for a skylight, an oval glass top for an end-table, frosted glass for the garden lamp post, or merely a window pane for the household, Becker's will do the job.

Chapman J. Gilbert, manager, known as "Chap" to the store's many friends and neighbors, has imparted a spirit of neighborliness to the

shop for 38 years, and one feels it immediately upon entering the store. Not only has he trained his four men in handling glass work, he has emphasized dependability in all jobs handled, no matter how difficult a glass job seems.

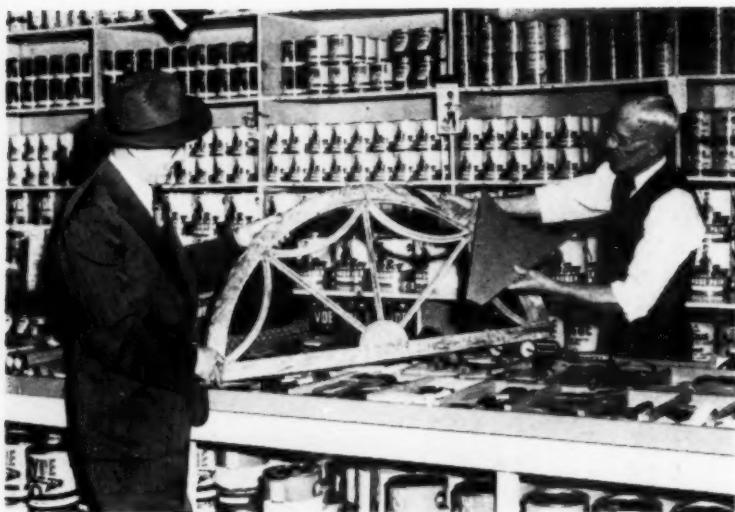
When the corner movie house needed a new glass pane for its box office, Becker's drilled out the arc for the change slot and small speaking hole. And when a neighbor brought in a glass bottle she wanted to convert into a lamp-stand, Becker's drilled the

holes necessary for wiring and reduced the neck of the bottle to suitable proportions. Another neighbor, who brought in a chipped glass goblet that had been in the family's possession for years, looked hopefully to Becker's to restore the goblet to use. They did, too.

"I do everything I possibly can for the customer," says Gilbert, who points out that as a result of this glass business the store realizes a profit of \$75 weekly on labor alone, exclusive of the profit on the materials used. "I give the customer the very best I can for her money."

The neighborhood undoubtedly realizes this, for to Becker's are brought all kinds of routine, household glass problems, as well as difficult glass assignments that require real craftsmanship.

Whether it be a glass top for an end-table or merely the installation of a window pane, Becker's will do the job. The result: a substantial profit



Here, a customer who has brought in a transom frame in which he desires colored glass sectors consults with Gilbert on the glass to be used

In handling the colored, ornate, leaded glass used for foyer windows, fireplace cabinets and bookcases, a Becker employee takes the entire piece out, pulls the lead apart, slips the new colored piece of rectangular or triangular glass into the groove and then solders the glass in place. Soldering is also required in repairing glass panes in a lamp-post or other outdoor lamps.

Where glass tops are to be replaced on dressers, tables, servers or desks, Becker's determines first the value of the furniture to be covered. For inexpensive furniture, on which not much money would be invested in a glass repair job, Becker's recommends crystal glass of $3/16$ ". The edges are seamed at one cent an inch, which is half the price of polishing edges.

Glass Tops Profitable

Glass for this purpose is sold up to 10 square feet. A 24x30 piece of crystal would amount to \$1.08 for seaming. Gilbert figures \$1.08 as clear profit, since any labor of this type is done by straight-salaried employees at times when they are not actually engaged in selling.

For a fine mahogany end-table, Becker's would recommend plate glass and polished edges, rather than seamed edges. A 20x48 inch plate glass with 136 linear inches at two cents an inch for polishing, would cost \$2.72 for polishing and \$12 for the glass.

Most glass work is handled inside the store, since this policy is considered more profitable. Seaming the edges was formerly done by hand with a grinding stone; but seaming, polishing and grinding now are done by machine in only a fraction of the time that hand work takes.

Glass Work Charges

The charge for a piece of glass work is determined by the amount of labor and time consumed, plus materials used. A call to remove a 30x36 mirror from a frame and place it in a door brought \$9.45. Charging \$3 for service the first hour and \$2.50 for the second hour, Becker's figured \$5.50 for labor. Four holes were drilled in the mirror and door at 40 cents a hole. Seaming the edges at one cent an inch brought \$1.36 for edging. The rosettes at 25 cents each came to \$1.00. Here, too, Gilbert looks upon the labor involved as clear profit.

Becker's also handles the replacement of glass in picture frames. This job may be done in the customer's home, if she requests it, or brought into the shop by truck. Generally, B quality window glass is used, after it is closely examined for blisters. Cleaned and washed, it is cut to size, put in the frame, tacked and wrapping paper pasted over the back. One dollar is charged for installing glass, plus the charge for the glass itself.

Window glass of all sizes is carried. Cut at intervals of two inches, standard sizes are 10x12, 10x14, 10x16, etc. Glass, however, will be cut to specification for non-standard windows. Glass tops for furniture are cut to pattern or to the customer's specifications. Picture windows for living rooms are made up of plate glass and installed by Becker's, too. Plate glass for store windows can be installed by this store, but usually is handled only for a long-time neighbor or friend. Generally, commercial glass installations are directed to firms that specialize in this work, since it is not as profitable for Becker's as other jobs are.

Owners of the store prefer to concentrate on work that is brought in by home-owners.

A glass stock of \$3500 is maintained, including not only crystal and plate glass, but three kinds of frosted glass: moss, florentine, and ground glass (window glass ground on only one side); and wireglass, both the ribbed wire and hammered wire varieties. Frosted glass comes in large sheets, and Becker's buys three or four sheets at a time.

The glass is stored in racks. Whenever it is necessary to place glass on the floor, it is watched carefully, so that it will not cause accidents or be broken. As soon as possible, it is carefully placed in the racks. It is never placed on the counter, where weights may crack it. By great care, Gilbert pointed out, it is possible to reduce breakage in this department to a minimum.

Stimulates Sales

Glass repair work stimulates sales, Gilbert has found. When glass ventilators are made up for a customer, brackets and frames are usually sold. When glass shelves are made up for the bathroom or for decorative plants at the window, brackets are sold also. Rosettes, screws and clips are sold with mirrors placed on doors. Putty knives and putty are sold frequently to home-makers who repute their window glass.

To advertise its glass repair service, Becker's uses the classified directory of the telephone book. Though the store uses no newspaper or radio advertising, it does send out blotters to all newcomers to the immediate neighborhood.



Profitable Promotion of CLEANING SUPPLIES

By S. W. Ellis

A SPRINGBOARD for multiple sales in the large, modern Famous Hardware Co. store of Springdale, Arkansas, is the extensive display of cleaning items for the home, barn, and automobile.

The owners think so well of cleaning items that they have devoted the key display spot, just beyond the entrance, to an unusual and extensive showing of everything necessary for a real

year-round clean-up program.

Cleaning items never stand alone, insists R. P. Cummings, one of the three partners. The items directly related to them are so extensive that an alert salesman can turn the sale of a bottle of floor polish into an even longer sales ticket.

"When a customer is attracted into the store to buy a cleaning item," he said, "that customer is an excellent prospect for additional cleaning items for the home, barn or automobile.

"Our cleaning display is up front, the first display seen when the customer comes in. But it really extends the length of the store to the paint department in

the rear. Actually, it is a straight sales route from front to rear, with many pauses for the customer, calculated to make our cash register ring."

A large, oval four-tiered display stand was planned specially for cleaning items when the store was remodeled a few years ago. Every item can be displayed neatly, without crowding.

"We prefer to keep our cleaning items display complete, rather than seasonal," says Cummings. "In this territory, there is no sharply drawn division between seasons. Women want to polish their floors and furniture every week of the year. Insecticides are always good."



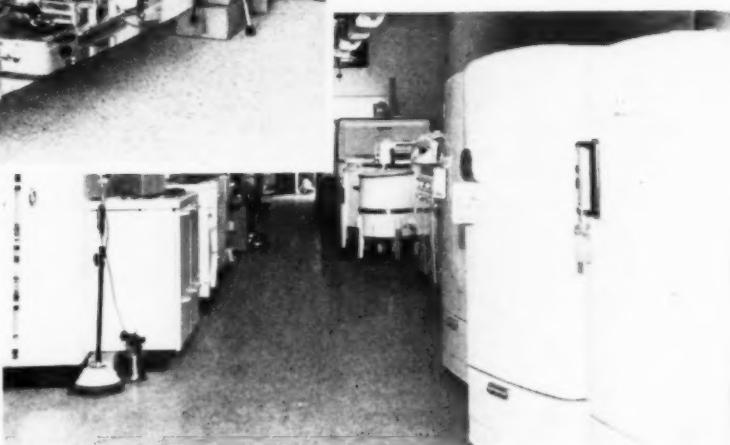
Top, cleaning supplies as displayed in the store's key spot. Above, R. P. Cummings, left, checks mailing list with partner E. S. Cummings. Right, the dish display that appeals to purchasers of cleaning supplies





Left, electrical appliances, usually of interest to cleaning supplies customers, are promoted in connection with other household items in the store

Below, the appliance department is separate, but a wide archway into the store gives customers a clear and inviting glimpse of appliances



About four lines of floor cleaners are shown at all times, together with eight lines of floor finishers, waxes, wax-cleaners, etc.

The table adjoining the cleaning display is filled with related small items for home upkeep, such as putty, sandpaper, sponges, chamois, etc.

A separate department is devoted to electrical appliances, but a vacuum cleaner and a floor polisher always are shown close to the cleaning items, as a reminder to customers that good appliances are needed to make a house shine.

"We try to impress on our customers that in our wide variety of items they can find practically anything they need for cleaning," Cummings pointed out. "Our display is educational. Even an experienced housekeeper, looking over our stock carefully, can find items that aid her in doing better work."

On one side of the cleaning item display is a similar tiered fixture devoted to dishes, one of the most profitable departments in the store.

Women who use modern cleaning items in their housework are attracted equally to new dishes. For them, fifteen different patterns of inexpensive dishes are shown, with the patterns being changed frequently.

For the customer who wants better dishes, three patterns of open stock dinnerware are pro-

vided. Two other patterns will be added shortly.

R. P. Cummings and his two partners, E. S. Cummings and E. F. Simmons, do not regard their cleaning items displays as a woman's department. Almost as many men as women are customers here.

Perhaps the reason for this is that the trade area is made up of the second largest broiler-production area in the world. Husbands and wives are nearly always partners, working together, keeping house together.

"No part of our mailing list is directed solely to women," R. P. Cummings explained. "But we do break down the mailing list into potential prospects for certain items. Thus, one portion of the list is labeled 'Household Wares.' That list takes in most of our customers."

Promotion of house-cleaning items and housewares is coordinated with promotions of practically all other merchandise in the store, especially with appliance sales.

The appliance department is separate, having its own entrance. But a wide arched entrance into the main store is plainly visible from the area where cleaning materials are displayed.

"It is logical to connect appliance sales with all household items," Cummings emphasized. "We know from experience that the customer who is interested enough in her home to buy floor cleaners and furniture polishes will want new appliances.

"That's one reason why we arranged the cleaning items display out front, where we can observe customers who are attracted to it. Those are our best prospects for many of the big-ticket items in the store."

Before the store was remodeled, cleaning items and dishes were shown far back in the store. Since they were moved to the front, volume has increased five times, Cummings declared.

"We believe that we were misusing one of our best traffic-builders when we displayed (Continued on page 36)



Whatever his favorite sport happens to be, the sportsman will find something of interest in these complete displays. Excellent displays have helped this store attract the tourist business

Sporting Goods Attract the

By Albert Ady



A COMPLETE variety of sporting goods — well-displayed and promoted—is an effective means of attracting those tourists' dollars. Proof of this fact is the Sportsman's Supply and Hardware store of Madeira Beach, Fla., which derives 60 percent of its volume from visiting vacationists. And sporting goods is the line that usually brings 'em in.

Ross Welhof, owner of the store, was well aware of the potential value of this tourist trade and, consequently, established his store along the only highway that follows the Gulf of Mexico south.

Of the many thousands of vacationists who pass his front door yearly, a large number stop within shopping distance to settle for a few weeks or months to try their luck at fishing, and Welhof is ready to meet their various needs.

Before entering the hardware and sporting goods trade, he operated a drugstore. But since 90 percent of his drug customers wanted fishing equipment and hardware,

instead of beauty aids and pills, he sold the drug store and opened his hardware business less than a year ago.

Here trade is lush, yet wary; it is demanding, yet easily pleased with a good product, plus personal service. A few hours behind the fishing tackle counter in this modest, yet modern, hardware store, and one will hear the different types of voices that represent all sections of the country.

Welhof has no high pressure salesmen urging customers to buy. Instead, he encourages visitors to browse around alone, look at the new rods and reels, or inspect one of the five makes of boats sold here. He knows that most of his customers are in Florida on vacation, and that a large percentage of them already know what they want in the line of marine hardware. Only a question from them will induce him to offer help in the selection of merchandise.

Since the Welhof store is only 100 feet from the Gulf of Mexico, with the back of the store lot edging into Boca Ciega Bay, it is a natural place for the largest supply of boat fittings in the county. On the bay side, Welhof has two docks that can accommodate eight boats at one time. Here craft are tied up to be fitted with bronze or stainless steel fastenings. An expert in installing marine appliances and hardware is available when customers desire such work.

No winter merchandis-



The Welhof dock enables boat-owners to tie up and buy marine hardware "on the spot"



A unique display of reels and lures attracts attention of a prospective buyer. Stock of items displayed are stored in orderly fashion on shelves beneath display

ing problems arise here. In fact, there is no winter at Madeira Beach. And Welhof says he has no sales problems since "I base 30 percent of my business on personal contacts.

"I have a particular and peculiar transient trade. In order to reach customers, I have to get out and meet them. How do I do that? Well, I belong to a lot of civic organizations — the Lions Club, the local Yacht Club, the Pinellas County Businessmen's Association (he is secretary of the group), and three veterans' groups." Welhof was a Seabee during the war.

"Much of my business comes from association with these people," he said. During the so-called tourist season in Florida, 60 to 80 percent of those in attendance at club meetings are tourists. This fact is brought out by roll calls. "Here I get to know them quickly," Welhof said, "and being a fellow club member gives me a chance to call them by their first names. They like that, too. A lot of these Florida visitors are successful businessmen back home, and they often call on me just to see my setup."

Ross Welhof follows no set

Center: Boat-owners buy a large volume of paint from the store. Right: A substantial volume of lawn and garden tools is sold to the permanent population, reached through an extensive direct mail program



advertising plan. He has tried all kinds. For him, radio is taboo. "I get no results here on the beaches from radio advertising," he said. "My customers for the most part are sportsmen, and I guess that they don't listen to too many radio advertisements."

However, he does a considerable amount of classified advertising. He finds that tourists, as well as local folks, really read the classifieds. Occasionally, he runs a display advertisement.

Welhof also reaches a large number of these customers by a special type of advertising. There are 15 hotels and large apartment houses on the 20 miles of beach front served by his store. Each establishment maintains an enclosed billboard in the lobby for the convenience of guests. For \$15 a year, Welhof places a neat display ad here, describing his store and giving directions on how to reach it.

(Continued on page 44)

In merchandising quality gifts, this store maintains a "listing" service by which customers may learn the various sets and patterns which brides-to-be, etc., have selected.



Specializing in

QUALITY GIFT GOODS

To compete with gift shops and jewelry stores in obtaining the trade of giftwares customers, Phil A. Clark, co-owner of Clark-Roscher Hardware Stores of New Orleans, La., makes use of two proven merchandising techniques in the successful selling of these lines. First, he finds it essential to give the various kinds of personal services which customers do receive in the better class jewelry outlets. In addition, his salesmen must conform to strict requirements, thus assuring the kind of salesmanship needed to move gift goods.

Evidence of the success of such sales planning are the giftwares sections of the Clark-Roscher stores. They are large, fully-staffed operations comparable in every respect to what the customer would find in the better class jewelry stores. The gift counters attract much traffic, and sales figures show that gift selling is one of the most profitable operations of the stores.

The most important ingredient in any sale, Clark emphasizes, is the sales person. For this reason, he lays strong emphasis on personal salesmanship in keeping the china, glass and giftwares volume high.

Realizing that a high order of retail salesmanship is needed to combat present competitive conditions, he has set up a special plan for hiring salesmen. "We have a hiring yardstick," he said. "Every applicant for a selling job in the gift department of any one of our stores is measured against that hiring yardstick before he goes on the payroll.

"If you get the right kind of man or woman in the first place, you will have accomplished much towards producing an effective

salesperson," Clark says. "Retail salesmanship is the key to merchandising giftwares today," he continued. "The ads can bring in the customers, but unless the salesperson follows through effectively at the point of actual gift purchase, all the other steps in the merchandising scheme go for nothing. The sale is made or lost by the salesperson. That is why we put such strong stress on sound, effective selling on the personal level. And that is why we have worked out the hiring yardstick to get the right kind of men and women in the first place.

"You can train an apt applicant. I would prefer a totally inexperienced, though enthusiastic person, to an experienced sales person who still lacks one or two of our requirements."

What is this yardstick for selection of people to sell giftwares? "We want sales personnel who are reliable, alert, and who learn and adapt quickly," says Clark. "In interviewing a man or woman who applies for a job, we try to engage him or her in informal conversation, in addition to asking the regular job information.

"As a first step, we try to size up the factor of personal appearance. That counts in making a



Phil A. Clark, co-owner of the store, places great emphasis on alert, well-informed salesmen



Gift display fixtures at the Clark-Roscher stores are specially designed for the china, glassware and other gift items. This one uses what would otherwise be wasted wall space to effective advantage. Attractive displays are one of the prime essentials in the successful selling of gifts.

good or bad impression on the giftwares customer. But more than that, appearance gives some key to the applicant's personality. One who has sufficient pride to keep himself neat and presentable is a more desirable type of employee than one whose sloppy mind is reflected in his sloppy appearance.

"We try to get people with easy conversational ability, too. That is one reason for the informal chats during the job interview. Gabby people aren't good. But neither are taciturn persons, whose reticence can easily lose sales. The ability to carry on an easy, fluent conversation with strangers is what we want to find.

Selling Ability

"Next, we look for the things which denote inborn selling ability. It is true that good salesmen are made, as well as born. But it is easier to make a good salesperson out of one who has the native ability to sway ideas and views, than it is to make a salesman out of one who does not have the convincing manner which always goes with effective salesmanship.

"Finally, we want to know that the applicant is honest, reliable, and loyal. After the interview, a check with his former employers, if any, his neighbors, friends, or his teachers, if he is recently out of school, helps to establish these

facts. If a salesperson lacks these personal characteristics, he will be of no use to his employer, no matter how many or how varied his other qualifications might be."

Even the best of giftwares salespersons must have something worthwhile to sell. "In the giftwares field, that means selling more than sound merchandise, although the quality of the values you offer is vastly important. People expect special services when they buy gifts," Clark said.

One of the special services the customer expects, he noted, is advice from someone who knows the subject. That is where the Clark-Roscher hiring yardstick helps.

More concrete services are needed. At the jewelry and gift stores with which Clark-Roscher stores find themselves competing for the cream of the giftwares market, it is customary to offer "list service." "And so do we," says Clark. "By list service, I mean listing the gifts which have already been sent to a bride, new mother, or other person who gets numerous gifts.

"Bridal gifts are the most common for list servicing. When a bride-to-be wants to pick out the pattern of chinaware her friends will give as wedding presents, she always can find list service at a jeweler's. The jeweler will keep a list of what has been given to her. Then, when a friend comes in, the clerk can say, 'Let's see. It looks like Miss Smith can use some after-dinner coffee cups in this

set.' Thus, duplication of gifts is avoided.

"This same service is offered by Clark-Roscher stores. Brides-to-be pick their chinaware patterns, then send friends here, and our sales people tell them the exact items needed. That kind of service is a must, in order to attract buyers of quality gift goods. People can find it in other kinds of stores, if we didn't give it to them."

Clark's concept of service, which is such an important factor in giftwares selling, does not end here. It extends into all phases of the business. "Here at the Clark-Roscher stores, we employ service as a selling weapon every bit as important as advertising, display, or any of the other, more usually recognized selling weapons.

"One of the tests of good customer relations is how the complaining customer is handled. We make it a point, as part of our system for keeping gift sales high, to adjust every complaint to the customer's satisfaction."

As is the case with other hardware store merchandise, Clark finds that leaders are an important aid in getting the giftwares sales. "But what," he inquired, "is a good leader?"

"To determine a good leader, we consider two questions: is the item sufficiently low-priced so that its price alone will make the customers come into the Clark-Roscher hardware stores in order to buy it? Secondly: will the customer want it now; is it timely, an item needed immediately, not tomorrow, or next week, or next month, but right now, today?"

Cleaning Supplies

(Continued from page 32)

cleaning items and dishes in the rear."

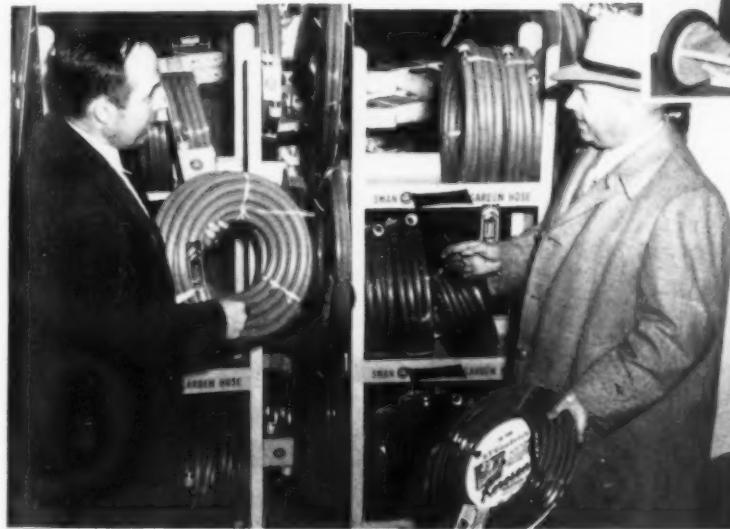
The paint department has a rear location now because the owners believe it is necessary to have ample room for promotions.

A favorite paint promotional idea is to emphasize the utility of one-coat enamel or outside paint. A battered chair or a weathered board, partially repainted with one coat, proves that the one-coat system works.

Because one-coat painting is popular with amateurs who do their own painting, this type of paint is an excellent item for promotion up front, in coordination with cleaning item sales.

A Merchandising Program Aimed at

SUBURBAN CUSTOMERS



Seasons hold no problems for the owners of Village Hardware. Lawn mowers, above, and garden hose, left, are promoted the year-round and sell as well in the winter as in summer months

In slanting their business to the neighborhood customer, the owners of Village Hardware determined that the home-owner wanted quality merchandise, delivery service, convenient parking, and a variety of merchandise for the home.

Consequently, the promotion of housewares by direct mail circulars, window displays, and newspaper ads attracted new customers with a resulting increase in volume on this line. At night, lights were turned on to brighten the window displays, and this often led to telephone orders the next day for articles seen in the windows the night before.

The next promotional campaign was devoted to house cleaning materials and equipment—mops, scrub brushes, pails, wall cleaners, sponges, polishes, dusting cloths, etc. These, too, sold well and brought new customers into the store.

Pet merchandise also responded to the store's promotions. Sales here have added up to an unusually large volume and profit for the store. Toys are promoted, displayed and sold 12 months of the year, rather than seasonally.

In the merchandising of glassware, the wide aisles proved their

IN EMPHASIZING specialty lines for home-owners, the Village Hardware store of Charleston, West Virginia, has set a new record in volume each year since it opened and anticipates at least a 20 percent increase for the present year. Credit for the store's unusual record is given to the manner in which these lines are displayed and promoted.

When the owners—V. J. Reishman, George Gutherie, and A. H. Isaac—opened the store three years ago, they did so against the advice of a business firm which they had hired to survey the territory for traffic count and business possibilities. They opened the store, designed displays which would attract a maximum of attention and carefully selected stock that would have a special appeal to suburban customers.

Selling was developed around front parking, passing auto traffic, promotion of telephone business and prompt delivery of telephone orders, outside displays, and store hours that give the worker time to shop on the way home. The store remains open until six o'clock in the evenings.

The store contains 6,000 square feet of floor space and has a large basement for warehouse stock and minor shop facilities, such as lawn mower sharpening, pipe threading, soldering, etc.

Interior displays were designed for easy shopping, and aisles were not too crowded. The layout offers semi-service, since it is easy and convenient to select an article and take it to the centrally located cash register and wrapping counter. Each item is clearly price-marked.



Sales of power tools and accessories were increased substantially when owners changed to island-type display. Note key-making machine

value. Customers could linger before these displays without blocking the aisles. Women like to handle glassware, and here they have room and feel welcome to do so. They are urged to linger in this department and take as much time as is necessary in making their selections. The owners believe that such informality is important in attracting and holding the neighborhood trade.

When the volume for the first year ran more than 100 percent higher than the survey predicted, the store owners decided to analyze each department. They had two objectives: to increase the length of its season, if it were seasonal; and to increase the volume by improving the display or adding zest to the promotion.

The first department selected for study was the power tools section. In relation to the number of persons who came into the store and the sales in other departments, it was decided that the sales in this department were too low and that display was at fault. Accordingly, they changed the display to an island fixture and located all their small power tools and a key-making machine on this one fixture. In the next six months, they saw sales of this merchandise increase 10 times over the previous figure.

Next, they turned their attention to garden hose. They bought two factory display fixtures and on warm days set one outside the

store and left the other inside. Contrary to ordinary merchandising procedures, they displayed garden hose throughout the winter months. The hose displays increased sales more than 25 percent, and 16 sections of the best grade of hose were sold in February, when residents had their outside faucets shut off to keep them from freezing.

The story was the same with lawn mowers, both power and hand models. Mowers are displayed throughout every month of the year, and many sales are made in the winter months. Apparently because the prospective owner has had ample time to make comparisons before making a final choice of the machine he will use the following spring.

Reasoning that if garden hose can be sold in winter, snow shovels can be sold in the late summer and fall, the owners put out snow shovels early in September and started selling them. This added at least two more profitable months in which this item can be sold.

Gadgets, such as house numbers, bird houses, yard ornaments, and other items, produced added volume. Profit-wise, there is more money to be made selling bird houses in a neighborhood store than there is in selling builders hardware to close-buying contractors, the owners said.

Advertising promotion consists of illustrated circulars issued five times each year at beginning of the seasons. All are mailed to customers. Distributing them by hand was found to be less effective than mailing them. About two percent of the store's volume is spent on newspaper, radio and circular advertising. Like large chain stores, Village Hardware adheres strictly to any date and price offered in their advertising, waiting until the end of the sales period to again raise the prices.

A rule set up by the owners is that of thanking each customer for his business. Courtesy and a sincere effort to make each customer feel welcome to shop in the store is never relaxed. As one of the owners said, "People buy where they feel their business is welcome and wanted."

As a result of Village Hardware's efforts to provide the home-owner with merchandise most needed, percentages of increase in volume during its three years of business are as follows: volume has increased 100 percent

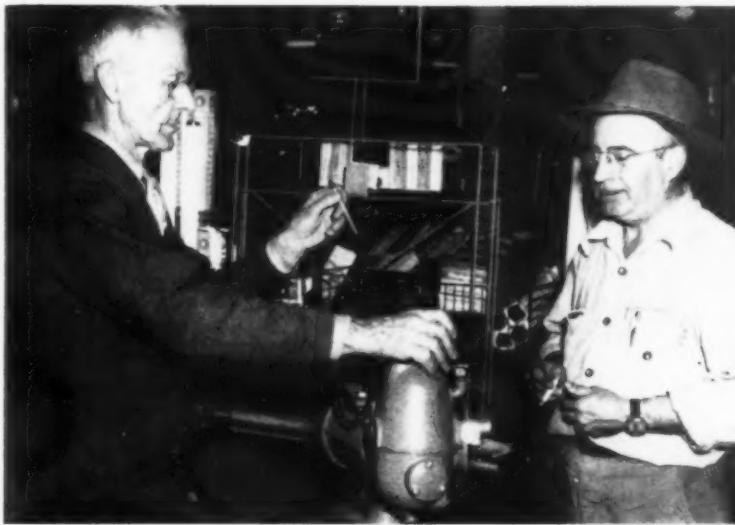
(Continued on page 42)

"Active" Display Sells More Electric Fans . .

HERE'S a clever idea developed by the electrical appliance department of Hall Hardware Company, West Palm Beach, Florida, to move electric fans during the months of the summer season.

Dick Hall, appliance manager, keeps one 8x4 foot display table in the left front of the store always devoted to electric fans, ranging from small 6 inch home models to large 20-inch stand-mounted commercial types and air circulators.

"My idea is that no one likes to look at a lifeless fan," Hall said. "Therefore, we put a large non-oscillating 20-inch fan at the rear, and arrange smaller fans in graduated scale toward the front. The big fan is then turned on, not only cooling the store, but whirling the blades on every other fan on the table, even up to a dozen models. People coming in always remark about the bustling activity of the fan display—and we think it has helped to make many more sales in season."



By Stuart Covington

A thorough understanding of pumps and their installation is this dealer's formula for increasing pump sales

Promoting Electric Pumps

ELECTRIC water pumps rank near the top in appliance sales at the Walden Hardware Company, Aberdeen, Mississippi, and there's a good reason why. Owner A. E. Walden, after a careful analysis of pump sales promotion and installation practices, has evolved what he believes to be the most practical and effective plan yet for selling and servicing water pumps. So effective was his promotion that he recently sold 22 pumps in a single month, and pump sales are steadily increasing.

"The only way to successfully sell this line is to thoroughly understand the principle of the pump and to employ a good pump man for installations," Walden said. "You can't do a good job of selling pumps when you fail to understand exactly how your product works. You can't give a clear description of its functions to the prospect, and you can't give a buyer an installation that will provide trouble-free service. Reading manufacturers' instructions isn't enough. No two pumps are going to work exactly alike, and, therefore, you can't depend on cut-and-dried directions."

Seven models of pumps are sold by the Walden Hardware Company, but the \$154.50 unit outsells all others. "We only carry one brand—an old line pump that



Sidewalk displays help owner A. E. Walden, left, increase pump sales. Connected for operation, the unit dispenses water into basin, which in turn is emptied into bucket before eventually being emptied at curb

has gained an excellent reputation," Walden pointed out. "This is important. The public learns to know and respect pump brands just like everything else, and they won't buy a line unfamiliar to them."

To promote his line of pumps, Walden makes use of window and floor displays, newspaper advertisements, and spot radio announcements, which are given daily over a West Point, Mississippi, station. In addition, pumps

are "talked up" in the store every possible chance.

"Periodically I rig up a sidewalk display with one of my pumps," he said. "This always attracts attention and usually results in some additional pump sales. I fill a large container with water, set the pump in it, hook it up and leave it in operation until it has pumped all of the water from one container into another. This process is repeated several

(Continued on page 46)

Service Draws Them to a SIDE-STREET STORE

DESPITE an obscure location and limited window display space, the Harrison Hardware Company of Auburn, Alabama, is not only operating at a profit but is enjoying a steadily increasing business.

"We're too far from the main shopping district to get any pedestrian traffic," says Mrs. L. R. Harrison, who operates the store for her husband, a service station owner, "but we have gotten people into the habit of coming here because they like our merchandise and the service we offer them."

The Harrison store is situated on an infrequently used side street at the edge of Auburn's business area. It is faced and adjoined on the left by residences. Through traffic, either automotive or pedestrian, is practically nil. However, this store has never resorted to price-slashing as a means of attracting customers. All merchandise is sold solely on the basis of its merit.

Before the Harrisons opened for business, they purchased extensive space in the Auburn newspaper and spot commercials on the local radio station to inform Auburnites of where the store could be found, once it was ready to receive customers. Dodgers were printed and distributed by a group of colored boys to residences and placed in cars parked in the business district. When this campaign ended, there were few literate people in Auburn who did not know where to find the Harrison Hardware Company. And, undoubtedly, more than a few made up their minds to pay the store a visit, merely to see what was going on in the unimportant side street.

Mrs. Harrison, left, who operates Harrison Hardware for her husband, shows quality china to a customer who has been attracted to the store, despite its off-main-street location

Quality merchandise and unlimited services help this store enjoy an increasing volume, despite its obscure, side-street location

Harrison's exclusive dealership for a nationally advertised brand of quality china has played an important role in building volume.

"Women who appreciate good china would rather come to our store than buy an inferior grade at a more convenient location," explained Mrs. Harrison. "While they are in the store I can usually sell them something else from our stock, kitchenware, glassware, household enamel, or aluminumware."

The profit on this better quality china is high, and one sale usually paves the way for a long series of repeat purchases, as women customers build complete sets. This line also proves popular as gift merchandise during the Christmas and Mother's Day seasons. Occasionally, a complete set is sold intact.

Because of its popularity, Mrs. Harrison gives china the starring position in the store's display

space. A row of six spacious shelves near the right of the entrance are devoted to this merchandise. As a result, china is one of the first things a customer sees when walking into the store. Window displays, changed every two weeks, feature china more than any other item.

The fact that Mrs. Harrison is a woman has a lot to do with the success of promoting this line. It has been a distinct advantage. "I'd sell only a small volume of china if it weren't for my wife," admitted Mr. Harrison. "She knows how to sell china, and women prefer to buy that kind of merchandise from a member of their own sex. Mrs. Harrison is able to display the various pieces to best advantage, and she knows how to make the most of a sale."

Glassware also has proven an important profit-producer. One three-shelf counter and parts of

(Continued on page 50)



Wonder why they call it "SASH CHAIN"

**Not all sash chain is used to hang sash weights, but
that's how it got its name. It has a thousand other uses.**

Well, a couple of hundred, anyway.

When you make it like **AMERICAN CHAIN** does—of Bronze, Carbon Steel, Stainless Steel, Monel Metal and Brass and in tensile strengths from 350 to 900 pounds—you're bound to have a type of chain with a pretty wide range of usefulness.

Of course, Sash Chain isn't good for every chain need.

So your **AMERICAN CHAIN** distributor also offers you other weldless chains made of wire, electric welded and forge welded chain, a complete line of fittings, attachments and assemblies, cotter pins, hooks, repair links.

That's one of the reasons it pays to . . .

SELL AMERICAN—THE COMPLETE CHAIN LINE



ACCO



York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York,
Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety

SOUTHERN HARDWARE for JULY, 1950

**AMERICAN
CHAIN**



New officers of the Mississippi Retail Hardware Association are, left to right: H. D. Young, Young Hardware Company, Bruce, vice president; J. P. Metcalf, Kimbrough Hardware, Indianola, president, and David O. Mansfield, Jackson, secretary-treasurer

MISSISSIPPI CONVENTION

DELEGATES to the 44th annual convention of the Mississippi Retail Hardware Association, held June 5-6 in Biloxi, heard a number of prominent speakers sound new warnings against the excessive spending in both the state and federal governments.

Other speakers pointed to the need for more aggressive selling and merchandising activities.

In his president's address, V. W. Logan, Vicksburg, urged retailers to use the modern techniques of competitive business. "We must advertise, improve displays and modernize our stores. Inventories must be reduced, investments controlled and average sales increased," he said.

Mr. Logan declared that "people don't have to buy from the hardware store but the store has to sell. We must not fail to give full value and personalized service and must not shirk our duties to the trade and community," the president concluded.

In giving the secretary's report David O. Mansfield, Jackson, declared that the hardware retailer cannot afford not to modernize his store. "Today the demand for modernization, display of merchandise, promotion, and planned-

in-advance selling is greater than ever before," he pointed out.

In another address, convention members were urged to back a move "to place our state government on a more businesslike basis."

Ross Speaks

The speaker, Fred Ross, Meridian, member of the state board of public welfare, asked the delegates to join other business groups in helping the legislative research committee, which had been appointed to study "the abundance of state boards."

Ross pointed out that during the past 25 years the cost of state government has gone up 550 percent—from 18 million dollars in 1924-25 to the current 114 million.

"And if the same trend continues in the next 25 years, we will operate on a 200 million dollar budget," he said. "This is in a state that has the lowest per capita wealth and income of any state in the union."

"People in Mississippi now pay the highest taxes in proportion to wealth and income," Ross asserted, "and the trend is toward more taxes."

Mrs. Eloise Hayward, Gulfport, manager of the Credit Bureau of Harrison County, warned convention delegates that they should select their credit customers carefully—according to their ability to pay. She urged prompt and persistent follow-ups on past due accounts.

"The number of credit buyers is increasing daily," she said. "And accounts require close supervision."

The end of a billion-dollar tax loss, resulting from the exemption of certain businesses, was foreseen by Jimmy Walker, Jackson, tax consultant and secretary-treasurer of the Mississippi Associated Business Men, Inc.

"Colleges and foundations which own and operate competitive commercial enterprises are scheduled to be taxed in a revenue bill that is now being written," he said. "Labor unions, building and loan associations, and mutual savings banks also are on the Ways and Means Committee's list of loopholes to be closed."

The association passed resolutions urging that Congress remove the wartime increase in excise taxes, and voiced opposition to "legislative proposals for further ownership, control or management of business and industry by the government."

J. P. Metcalf, Kimbrough Hardware, Indianola was named president of the association, succeeding Mr. Logan. H. D. Young, Young Hardware Company, Bruce, was named vice president, and David O. Mansfield was re-elected secretary-treasurer. Elected directors were: J. D. Reynolds, Tupelo; James Turner, Louisville, and W. E. Howard, Jr., Laurel.

Merchandising Program For Suburban Customers

(Continued from page 38) over pre-opening predictions; volume was increased the second year 15 percent over the first year; already the store shows an increase of over 20 percent in its third year, even after weathering one of the worst coal strikes in history in its area.

Thus, contrary to the opinion of experts and regardless of its dependency on auto traffic, Village Hardware continues to show a yearly increase in volume and to prove the value of a suburban store aimed at serving neighborhood needs.

The DALLAS MARKET* August 7-18

*The Only
Diversified Market
in the
Southwest!*

Offers You Everything Made and Sold in Dallas



Twelve big days to see and buy everything from farm implements to foundation garments, from leather goods to furniture, from apparel to appliances, from toys to machine tools.

Offers You NEW IDEAS



In merchandise, in ways to sell profitably, in designs and patterns. Know-how and facilities to develop your own ideas.

In fact, The Dallas Market offers you everything . . . Plan now to attend

August 7-18

Dallas Manufacturers & Wholesalers Association, Inc.

1101 COMMERCE STREET • DALLAS, TEXAS

*A General Market sponsored twice each year by the 200 members of the Dallas Manufacturers and Wholesalers Association, Inc. The General Market for Spring is already scheduled for January 22-February 2, 1951.



James H. Cox, owner of Cox Hardware, Houston, here advises a customer in the selection of bolts. Industrial orders help large volume

65% of Total Volume from NUTS AND BOLTS

WHEN James H. Cox, owner of Cox Hardware, Houston, Texas, started in business less than three years ago, he had an inventory of \$2,600. Today it exceeds \$25,000, with 65 percent of the store's volume being derived from nuts and bolts.

"Bolts and nuts occupy less than 15 percent of my floor space," Cox pointed out, "yet they account for 65 percent of my volume. In the section allotted to these items, our stock averages about \$3,000."

There are wood screws and metal screws, a large assortment of tubing and fittings, expansion shields for laying concrete work, and togle bolts and turn buckels.

"About 50 percent of our volume," said Mr. Cox, "is due to retail consumer trade. The other half is with industry. Inasmuch as industry buys larger sizes and in larger quantities, the volume from this source is much greater.

"But nuts and bolts are my traffic pullers. People come here first, because they know they will find the exact size bolts they are looking for. Due to this type trade, I have a big paint volume.

But it doesn't run even a close second to my nuts and bolt volume."

To facilitate handling this stock, Cox utilizes specially made bins. "You have to know where to put your hand on what you're looking for," he explained. "Also, this simplifies ordering."

The store attempts to maintain a weekly inventory on items in this section. "This stock is bulky," he said. "My weekly nut and bolt inventory averages \$3,000, and it's to my advantage to turn it as many times a year as possible, with the least amount of money tied up."

The secret of Cox's success in nuts and bolts is in the full assortment he carries. "You never know what the next customer will want," he said, "and an alibi is a poor substitute for a bolt. People don't like to be disappointed or turned away empty-handed. Those who are, won't come back until forced to do so."

As an accommodation to the nut and bolt customers, Cox doubled his floor space and added other lines. "While 65 percent of our volume comes from a small

portion of the floor space, I have noticed that the nut and bolt volume has increased appreciably since adding other lines. There is no rule that doesn't work both ways—nut and bolt customers don't want to make an extra trip elsewhere to get their other hardware needs."

Cultivating the Tourist Trade .

(Continued from page 34)

"I leave my cards in the lobbies of these places also, and many of the tourists make use of them. It's the best way to tell tourists where I am and what I have to sell."

Welhof also makes extensive use of direct mail. Each month he sends out about 500 cards or other types of literature in cooperation with one of the national suppliers. It may be a paint company offering a \$1.50 can of paint for 70 cents, or a new product with an attractive introductory offer. This direct mail list goes to the permanent population in the trading area. And Welhof knows most of them personally, since he has been on the beaches for 13 years. For others, he uses the telephone book for his mailing list. He reports a 25 percent return from the direct mailing efforts.

Best sales periods at the store are during the months of November, December, January, May, June and July. During these months fishing is best, and colorful water sports and a fishing tournament are in full swing in the area.

Outside Contact Man

The store also maintains an outside contact man. He is seldom seen, except on pay day, for he spends his time with the sailing fraternities. In good weather, he spends his time sailing on the Gulf or Bay. Yet to Welhof, this contact man is invaluable. He sends 90 percent of the boat customers to the store. He is the official guide for many small boat owners, and he is the astute salesman who advises these men on what they really need to keep their craft in top condition.

Of necessity, Welhof has to carry many articles directly and indirectly related to the marine hardware business. He can easily equip a kitchen or a galley with

Chain sales increase 50%

When customers see it on display

HARDWARE dealers refer to chain as a "bread and butter" line. That's because chain can be counted on for steady profitable sales volume—day after day... year after year.

Dealers also tell us that many of their chain sales are made to customers who come to buy something else. But—seeing chain on display—they stop, look, remember they need chain—and buy. Proof?... a recent survey of 6 stores shows that chain on display consistently outsells chain under counters or in stock room bins by more than 50%.

Can you boost your chain sales 50%? You can... you'll use Cleveland displays and sales aids to tell your customers that you have Cleveland chain—and to ask for the order.

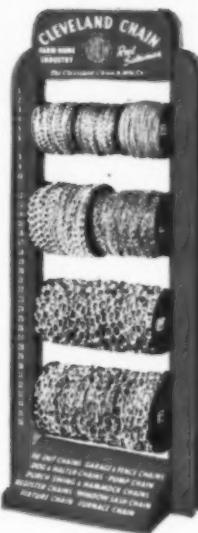
A-393

CLEVELAND "PRINTED SALESMEN" WILL HELP YOU SELL!
Let Cleveland's Promotion Department plan your chain sales campaign...

Our promotional staff will be glad to help you plan displays, advertising for your "house organ" or newspaper (free mat and cut service), and direct mail material... This service is free for the asking. Just drop us a note, stating your needs. Or check and clip the coupon below.



THESE CLEVELAND MERCHANDISING DISPLAYS
WILL BOOST YOUR CHAIN SALES!



The Reel Salesman holds 4 reels (or equivalent in $\frac{1}{2}$ or $\frac{1}{4}$ reels) of popular small sizes of welded and weldless chains.

Sales Master is ideal for large stores... holds 6 full reels (or equivalent in $\frac{1}{2}$ or $\frac{1}{4}$ reels). Welded Proof or BBB Coil chain is stocked in 4 storage bins in base.



There's beauty, color, sales appeal in rounded link dog chain. Plastic handles in 4 colors add to attractiveness of nickel-plated chain.



Keg-ettes put popular sizes of heavy chain out where customers see and buy. Available in Proof Coil or BBB in $\frac{3}{4}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ " and $\frac{3}{8}$ " sizes.



The Cleveland Chain & Mfg. Co., Cleveland 5, Ohio

- Reel Salesman and Sales Master
- Keg-ettes
- Dog Chain Displays
- Envelope Stuffers
- Direct Mail Material
- Mats and Cuts
- Window Displays

SIGNED _____

COMPANY _____

ADDRESS _____

OUR JOBBER IS _____

Send us
facts on:

CLEVELAND CHAIN
The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

and Associate Chain Companies: The Bridgeport Chain Mfg. Co., Bridgeport, Conn. • Round California Chain Co., San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.

this is the twine
that nets good net profits



A STREAMLINED PROMOTION of 2-color pages every month in leading Fishing Magazines continually reminds your customers of quality-controlled Gold Medal Seine Twine. Made from carefully spun, long staple cotton, this is the same twine used in Gold Medal Netting—famous for quality for 108 years. It ties right, hangs right—never kinks or twists—and fishes better and longer. Once a fisherman uses it, he comes back for more. So, for good customers—repeat customers—stock and promote Gold Medal Seine Twine and you'll net yourself good volume and good profits.

Gold Medal
QUALITY SEINE TWINE

THE LINEN THREAD CO., INC. (Successor to American Net and Twine Company)
418 GRAND STREET, PATERSON 1, N. J. • Chicago 10, Ill. • New York 17, N. Y.
Boston 10, Mass. • Baltimore 3, Md. • Philadelphia 6, Pa. • San Francisco 5, Cal. • Gloucester, Mass.

the finest in aluminum. He can supply enough paint to cover the deck of the largest yacht or for the largest homes or hotels in the area. And in the paint line he carries a new insect-killing paint that is harmless to humans and animals, yet fatal to roaches, ants and other insects. It is used extensively in galleys.

The store has 2400 square feet of floor space and carries an \$18,000 inventory. Behind the store is a lot 100 x 60 which Welhof plans to convert into a boat storage.

Promoting Electric Pumps

(Continued from page 39) times during the day, and whenever anyone asks for a demonstration. A group of spectators almost always collects about the pump whenever it is in operation."

This demonstration permits a forceful display of the pump's power and simplicity of operation. It also enables the prospect to test it for himself, which gives him the feel of ownership, plus affording a better understanding of the function and operation of the unit. The prospect also may be skeptical about the pump's performance when a limited amount of water is available. Walden is able to prove its dependability by operating the pump with a low level of water in the demonstrator.

After the pump is finally sold to a customer, Walden does not consider his job finished until the unit is completely and successfully installed.

"We install all electric pumps free of charge anywhere in our territory," he emphasized. "We estimate that it costs an average of \$8 to install a pump, but we would rather do the job ourselves, get it done right and avoid complaints. There are few plumbers who have the knowledge or inclination to install one of these pumps correctly. Then, too, the free installation is a strong selling point. Some of our competitors charge as much as \$15 extra for installing a water pump. When this sort of charge is made, the customer usually tries to put in the pump himself, and nine times out of ten he'll do it wrong. Then, of course, the pump is no good.

"I use a two-man crew for pump installations, a full-time

Memo:

ORDER
REVERE WARE
...NOW!



Every year since the war it's been the same thing. The demand for Revere Ware catches the retail trade without sufficient merchandise. The retailer loses sales, loses profits, loses customers . . .

This year, stimulated by our big four-color ads in the magazines *your* customers read, the projected forecast is for a demand for twice the goods we can produce and this is in spite of the fact that we recently added a third plant to supply your needs.

We want to help you build up your business and

increase your profits to the maximum. That is why we are urging you to place your orders for Revere Ware *AT ONCE*. Your jobber is stocking up now to take care of your early Fall needs. Get in touch with him while merchandise is still available.

REVERE
COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division, Rome, N. Y.

Fine-cutting durable edges

... for long-time, accurate performance
on a wide variety of work

Every time you sell a GREENLEE Chisel or Gouge you sell top performance . . . for a long, long time. Blades are of special-analysis, high-grade steel . . . for uniform toughness and long-lasting, fine-cutting edges. Each tool is expertly formed and heat-treated, highly polished, perfectly balanced. In short— whenever you sell a GREENLEE you sell a tool of highest quality.



STOCKED BY LEADING WHOLESALERS

FAST SELLERS IN THE GREENLEE HIGH-QUALITY LINE

Auger Bits • Expansive Bits • Socket Butt Chisels • Socket Firmer Chisels • Car Bits • Razor Blade Draw Knives • Automatic Push Drills • Spiral Screw Drivers • Bit Extensions • Bell Hangers' Drills • Turning Tools • For complete information on these and other fine GREENLEE Tools, write today to Greenlee Tool Co., Division of Greenlee Bros. & Co., 1827 Herbert Avenue, Rockford, Illinois, U.S.A.

repair man and a helper. The service man works in my appliance repair department when he's not out on a pump job. The colored helper is a porter in the store. When we are putting in an especially important installation, for a valuable customer or a big user, I personally supervise the installations."

Estimating the water depth is an important point in correct pump installations, Walden pointed out. "You've got to figure on your summer water levels," he explained. "These will be several feet below those of fall or winter in most instances. For example, if the winter water table is six feet, the summer table probably will be nine feet or more. If you don't figure on this, the customer's pump will produce no water some summer morning, and you'll have a lot of grief on your hands. You've got to lower your pipe sufficiently to pick up water in all seasons.

"Then you've got to estimate the amount of water the family will use and figure that into the depth you sink your pipe. The size of the family won't be the only deciding factor. Some families will use more water than others. You've got to find this out.

"After we install a pump, we give the owner some tips on the proper use and care of it. This way, we get fewer complaints and a more satisfied customer. We always make a point of warning the customer to shut off his faucets tightly. This will keep the air pressure in the pump and avoid future trouble. As a result of these precautions, we have an average of only one complaint to ten installations, and these are usually minor adjustments, such as stopping leaks and regulating the pumps.

"We always request the customer not to attempt to adjust or repair the pump himself, or hire anyone else to do so. We assure him that we will respond to a trouble call promptly, and we do insist that we be allowed to service the pumps we sell. We do this because we are the only persons familiar with the construction and operation of our line of pumps, and we feel that no one else, no matter how skillful a mechanic he may be, can repair one of these machines successfully. He may remedy the immediate cause of the trouble, but he is liable to make a blunder that will serious-

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Now! Anyone can cast like a "champ" with a new

LANGLEY LONGITUDINAL

Tubular Glass Rod



*This
is literally
a dream of
mine come
true!*

DESIGNED BY DICK MILLER

Dick Miller is a world famous fisherman, casting champion and Executive Vice President of Langley Corporation

CHAMPIONSHIP TIP ACTION!

ALL NEW! Revolutionary from butt to tip! Designed by Dick Miller with his own secret championship rod-balance measurements.

THE NEW LANGLEY "LONGITUDINAL" ROD is 7 ounces of pure dynamite. Outperforms any standard rod known today. It is completely revolutionary in construction . . . a tubular rod with hollow center and "longitudinal" fibers . . . fibers running lengthwise from butt to tip. No inactive weight—greater flex-power. The "action" is terrific . . . red hot "championship action!" Designed by Dick Miller using his own secret rod-balance measurements — the same he used to break many world's records, five of which still stand. Unbelievably low priced from \$9.50 (4½, 5, 5½-ft. bait casters). The Langley "Longitudinal" rod! Contact your jobber today!

COMPLETE LINE

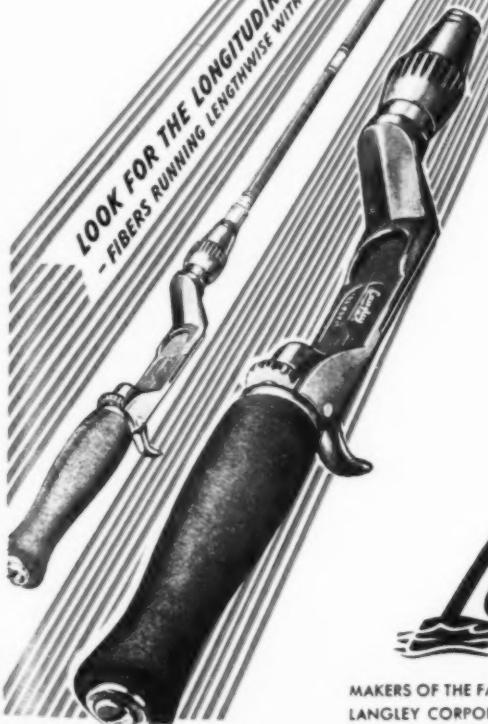
Beautiful 7½ and 8½ ft. "Longitudinal" fly rods — \$15.00 to \$20.00. "Longitudinal" salt water rods soon. "Longitudinal" bait casting rods, 4½, 5 & 5½ ft.

\$9.50
FAIR
TRADED

DE LUXE FEATURES

"Sharpshooter" handle . . . "Sure-fit" reel seat . . . "Firm-Grip" reel lock . . . cork handle . . . rich bronze finish . . . "Longitudinal" shaft — hollow center . . . "Championship Tip Action" designed by Dick Miller . . . rods won't rot, rust, warp, or take a "set".

*LOOK FOR THE LONGITUDINAL LINES
— FIBERS RUNNING LENGTHWISE WITH THE ROD*



Langley

MAKERS OF THE FAMOUS CASTING REELS WITH THE "ANTI-INERTIA SPOOL".
LANGLEY CORPORATION, 660 SECOND AVENUE, SAN DIEGO 1, CALIFORNIA



Hardware Dealer's Dream



LAMSON STOVE BOLT CHEST

Here's the hardware dealers' dream come true. A fast-selling Stove Bolt assortment neatly packaged in a handy display chest and priced to insure you a profit of over \$50.00 on a \$47.25* investment. The chest is included.

The handsome steel chest measures 12" x 10" x 28", contains 9 drawers—42 sizes, 4800 bolts in standard packages! The retail piece-by-piece prices are plainly marked on the drawer fronts.

Ask your distributor to show you this latest Lamson time-saver, or write us direct for additional information.

*48.50 west of the Rockies.

THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street • Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Birmingham • Chicago

LAMSON & SESSIONS



HARDWARE SALES HELPS
that Point to Profits



ly damage or impair the efficient operation of the pump thereafter."

After he sells a pump in a certain locale, Walden looks over the territory and attempts to place pumps in additional rural homes in that section. He is often successful. He finds also that after a pump has been installed in a particular neighborhood, other residents frequently drop by to investigate the features of electric pumps.

As far as mail order competitors are concerned, Walden has this to say: "Yes, they sell cheaper than we do, but their pumps always come in knocked-down form, and the customer invariably will try to assemble it himself. Often, as the result of this, the pump does not work properly, and soon the customer will be in the market for another. This time he won't buy another out of a catalog."

Service Draws 'Em to Side-Street Store . . .

(Continued from page 40)
five shelves are assigned to this line, and the stock is turned about twice a year. In buying both china and glassware, the Harrison's policy is based on quality and national acceptance, rather than profit margins exclusively, for although Auburn is a small community, they have found that their customers are definitely brand-conscious where china and glassware are concerned.

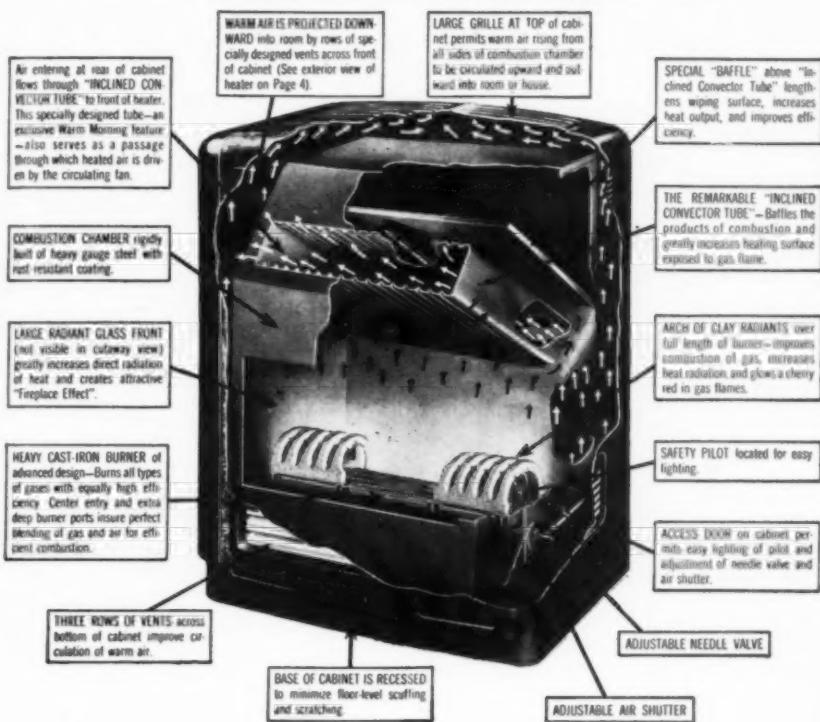
Mrs. Harrison experiences no difficulty in handling her duties as manager of the store. "I simply try to learn as much as I can about the business and remember what customers tell me about their preferences," she declared.

When she is unable to furnish exactly what a customer calls for, Mrs. Harrison asks the customer to wait while she telephones the other local hardware stores for the item. If the customer does not need the merchandise immediately, Mrs. Harrison will arrange to have it delivered or brought to the Harrison store where it may be picked up later.

Customers are urged to indicate their preferences in all types of merchandise carried by the store. If, for instance, a paint customer prefers a brush with a different type bristle, Mrs. Harrison

Built to Sell in Today's Market!

WARM Morning Gas HEATERS®



MODEL 322 GAS Heater 85,000 BTU Input



360 SERIES GAS Heater. 60,000 BTU Input.



340 SERIES GAS Heater. 40,000 BTU Input.

(TG-503)

Engineered Inside and Out...for Better Performance...Greater Value!

It will pay you to investigate the great new WARM MORNING line of quality *GAS HEATERS*. They've got everything you need for quick sales to a critical, bargain-minded public . . . including the famous WARM MORNING name!

Porcelain enameled cabinets . . . large radiant glass fronts . . . scientifically designed combustion chambers and burners . . . these are only a few of their remarkable features! AGA-approved for *all* types of gases. Wide choice of controls.

Now! WARM MORNING Heaters for All 3 Fuels!—There's a WARM MORNING Heater for every fuel preference. Seven great coal heater models . . . the remarkable new WARM MORNING OIL Heater!

Write for full details, or see your WARM MORNING distributor.

LOCKE STOVE COMPANY, Dept. G-110, 114 West 11th St., KANSAS CITY 6, MO.



double the
SALES
and double the
PROFITS

More people are buying Pol-mer-ik

Four powerful forces are at work increasing sales of Pol-mer-ik, already America's favorite linseed oil. And with retailers averaging 33½% gross profit on sales, the margin on each sale has increased proportionately.

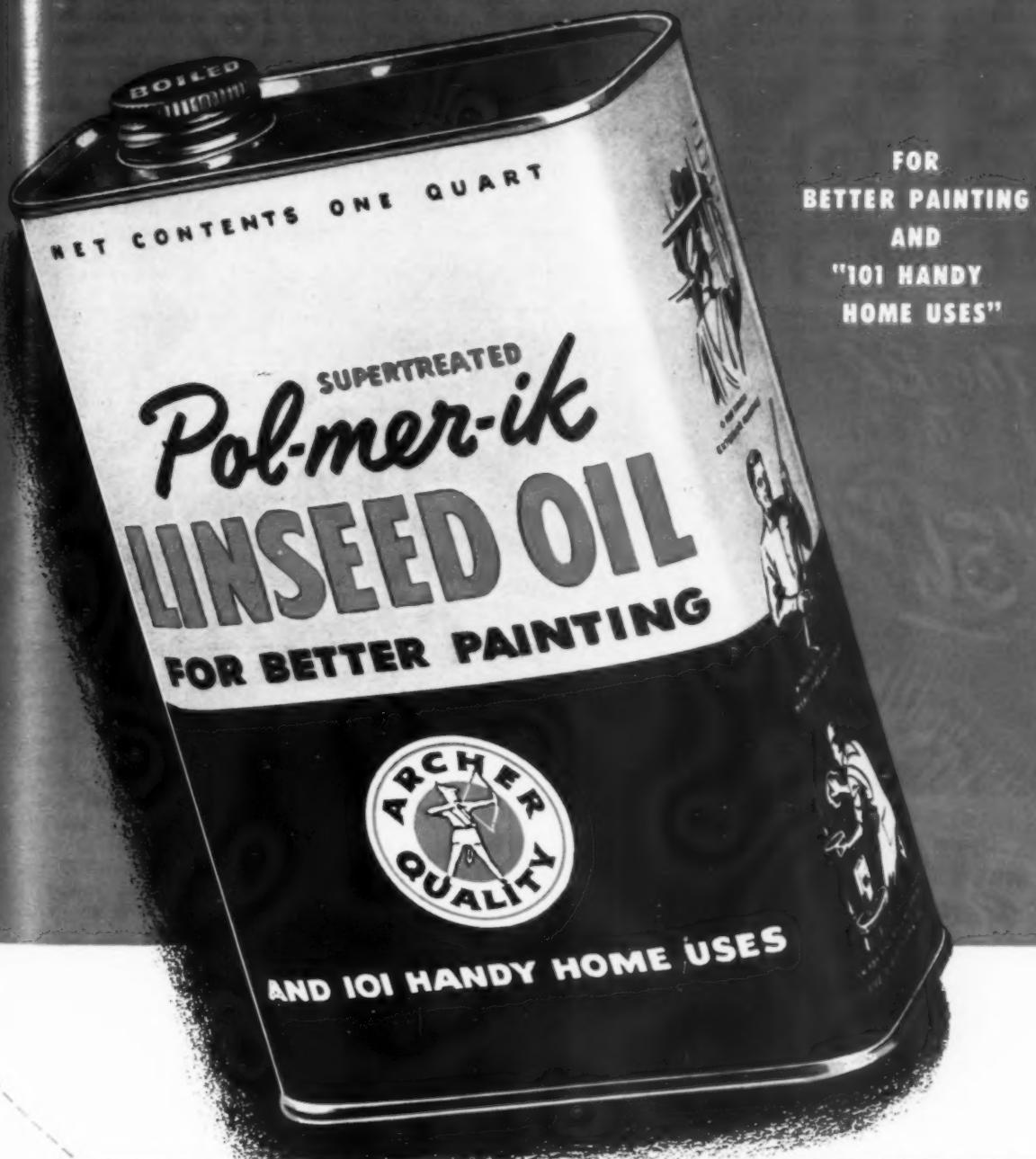
1 336 million consumers will be reading Pol-mer-ik Boiled Oil advertising in national magazines in 1950. This means more sales.

2 100% Pure Supertreated Pol-mer-ik is already America's best known and most widely accepted linseed oil. Supertreated to brush smoother, level better, it forms a tougher film that adds durability and beauty to the completed paint job. It's the extra value oil at no extra cost.

3 The new and expanded merchandising and sales help program permits every retailer to tie in effectively with Pol-mer-ik's powerful national campaign. This point of sales material will increase sales.

4 The "101 Handy Home Uses" campaign featuring Pol-mer-ik Boiled as an excellent furniture polish, rust inhibitor, etc. provides a broad year 'round market with an unlimited Pol-mer-ik sales potential. Every householder is a prospect.

SUPERTREATED Pol-mer-ik 100% PURE LINSEED OIL



SEND FOR
THE NEW
POL-MER-IK
PROFIT
PLAN!

ARCHER-DANIELS-MIDLAND COMPANY

600 ROANOKE BUILDING • MINNEAPOLIS 2, MINNESOTA

Gentlemen:

Please send me full details on the new POL-MER-IK Profit Plan.

Name _____

Address _____

City _____

Zone _____ State _____

I usually buy my linseed oil from _____

will attempt to refill her brush supply with those containing the desired type of bristles. Again, a woman customer may explain that she likes a lighter type of electric iron. The next order of irons will include several lighter models.

Mrs. Harrison keeps a complete record of all requests for unavailable or out-of-stock merchandise, and when these items arrive she notifies the customer who has expressed an interest in each particular article. When new types

of glassware, china, or kitchenware are delivered, she calls friends who she feels would be interested, and often is able to close several valuable sales as a result.

Parking Meters Help

"Parking meters were placed on our block several months ago," said Mrs. Harrison, "but we consider them an advantage, rather than a problem. We are located next to a doctor's office, and

patients usually occupied all the parking space in front of our store. There was no room left for our customers. Now there is usually room for one or two cars near our door, which makes shopping more convenient for our friends and customers."

Management Aid Available Through Commerce Dept.

By E. P. Danese

Business Specialist, U. S. Dept. of Commerce, District Office, Jacksonville, Fla.

WHY KEEP a lot of complicated records? I can see what's going on in my business—I'm here every day. Anyway, I'm so busy running my store I don't have time for keeping records. Besides, I don't know anything about it."

This is the view often expressed by operators of small retail establishments when the subject of record keeping or more efficient management is discussed.

Wrong Views

There are several things wrong with this view. In the first place, neither a large number of records nor complicated records are necessary. Secondly, if the average small-store retailer is so well posted on the conditions of his business, through his intimate daily association with it, why is it that so many of the unsuccessful and bankrupt retailers are found to have had poor records or no records at all?

Competent Management

Most of the careful observers of business failures hold that the one most important factor is that which is often taken for granted or practically overlooked — competence of management. Included in this attribute is the keeping of proper records.

This competence, they further conclude, is not something just in-born that "either you have or you haven't," though native abilities figure in it. Management skills, it has been found, can be largely acquired.

Let's review a United States Department of Commerce report, based on a study made some years

**The BAIT—
The Experts are Recommending**

"SUPER MIDGET"

OTHER FAMOUS Barracuda BRAND PRODUCTS

- Reflecto Spoons
- Feather and Nylon Jigs
- "Super Stout" Rods

Retails for \$1.00

CORK BALLS PLASTIC FLOATS

Keep your cash register ringing up extra fast sales with these long lasting all-purpose cork and tenite plastic floats—made with the same precision craftsmanship that has made "Barracuda" the favorite tackle of fishermen.

Get in touch with your fishing tackle jobber today for full information about the complete line of famous Barracuda Brand tackle made in the "Heart of America's Best Proving Grounds."

BARRACUDA
FISHING TACKLE MFG. CO., INC.
ST. PETERSBURG, FLA., U.S.A.

ago, covering failures of 30 retail establishments.

Of the 30, it was found that 21 never made up a profit-and-loss statement or balance sheet. Four never took inventory. Nine said they did not know how to figure stock turn. One had allowed members of his family of seven to take money indiscriminately from the cash register. And one, who bought a store first and took inventory afterward, found he had paid \$7,000 for a \$3,000 stock.

There are many sources from which managers and potential managers of small business can improve their knowledge and skills in meeting the general requirements of business.

One principal source is your United States Department of Commerce. This "business man's representative in government" maintains field offices in a score or more of the principal cities over the South. Services of the Department to business men, small or large, are much more extensive than seem to be generally realized.

Available to all field offices are booklets describing how to establish and operate some 40 or more small businesses.

Small Business Aids

Besides the "Establishing and Operating" series of booklets, the department publishes and distributes free a series of "small business aids" which now runs to nearly 500 titles. These for the most part are reprints of useful articles which have appeared in trade publications on needs, methods and opportunities in various lines of small business.

Sample titles from the Establishing and Operating series follows, with the cost shown opposite each title. Do not send postage stamps when ordering. Personal check or money order payable to Treasurer of the United States is acceptable. Prompt shipments of all booklets listed will be made by writing the U. S. Department of Commerce field office nearest your address.

Samples of Booklets Available

Metal Working Shop, 45c.
Establishing and Operating Your Own Business, 15c.
Service Station, 40c.
Automobile Repair Shop, 35c.
Electrical Appliance and Radio

Shop, 45c.

Hardware Store, 45c.

Variety and General Merchandise Store, 50c.

Heating and Plumbing Business, 30c.

Bookkeeping Service for Small Business, 15c.

Retail Feed and Farm Supply Store, 15c.

Mail Order Business, 25c.

Paint, Glass and Wallpaper Store, 15c.

Gift and Art Shop, 20c.

Sporting Goods Store, 15c.

Record Keeping for Retail Stores, 15c.

Miscellaneous

Financial Considerations in the Establishment of a New Small Business, 15c.

Selecting a Store Location, 20c.

Distribution Cost Analysis, 15c.

The Small Business Man and His Bank, 10c.

The Small Business Man and His Financial Statements, 15c.



Don't Meet Competition BEAT COMPETITION!

First, you must have more than a good quality paint to meet your competition. SARGENT-GERKE offers you the highest quality, which you can sell profitably with prices that are actually competitive with your market.

Selling methods of the past will not meet the powerful competition of today. SARGENT-GERKE gives you a definite sales plan that sells the goods, and helps you beat your competition, with a generous profit to you.

Service is maintained from the factory and through six warehouses located at Montgomery, Alabama; Knoxville, Tennessee; Paducah, Kentucky; St. Louis, Missouri; Des Moines, Iowa; and Green Bay, Wisconsin. The constantly growing ranks of SARGENT Paint Dealers are proof that the policy of an independent manufacturer for the independent dealer is the answer to today's merchandising problem.

LET US MODERNIZE YOUR PAINT DEPARTMENT

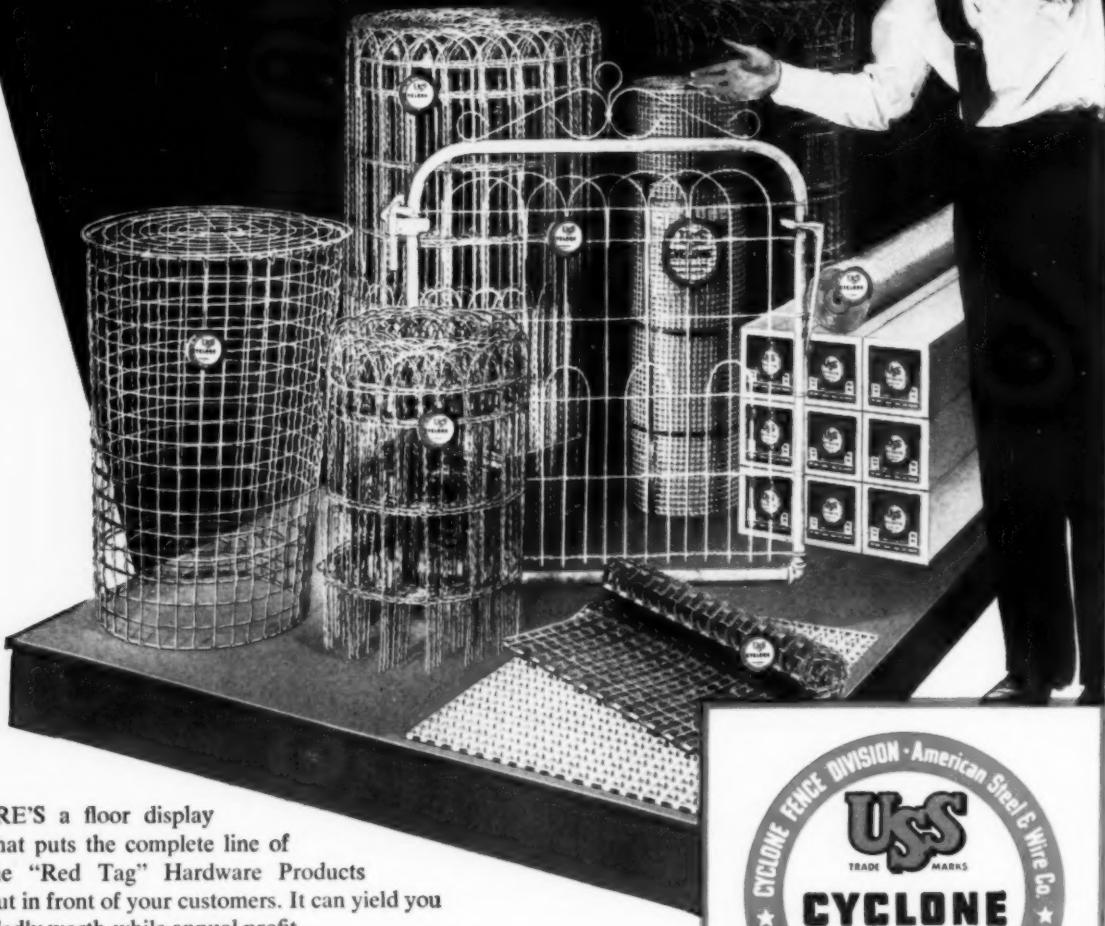
Write for the SARGENT-GERKE Exclusive Dealer Franchise Plan Today!

THE Sargent-Gerke co.

INDIANAPOLIS, INDIANA

P. O. BOX 729

DISPLAY THESE CYCLONE PRODUCTS and push your profits up!



HERE'S a floor display that puts the complete line of Cyclone "Red Tag" Hardware Products right out in front of your customers. It can yield you a decidedly worth-while annual profit.

All these Cyclone Hardware Products — Lawn Fence, Gates, Flower Bed Border, Hardware Cloth, Insect Wire Screening, Catch-All Baskets and Flexible Steel Mats — are fast movers. In some sections of the country, they are "year 'round" items, even though demand is heavier at certain seasons.

One suggestion for testing the popularity of these well-known Cyclone Products in your own store is to display them on a standard five-foot by ten-foot shopping island base, with each item clearly priced. Why not try it next month?

If your inventory is low on any of these Cyclone Products, contact your jobber today. Be sure your stock is adequate to keep pace with the fast turnover a display like this will promote.



CASH IN ON THIS LABEL

Your customers recognize the Cyclone "Red Tag" trademark as an assurance of high quality. Make good use of this familiar label in your display . . . it's like having an extra salesman on your floor.

CYCLONE FENCE DIVISION
(American Steel & Wire Company)

WAUKEGAN, ILLINOIS • BRANCHES IN PRINCIPAL CITIES
UNITED STATES STEEL EXPORT COMPANY, NEW YORK



CYCLONE "Red Tag" HARDWARE PRODUCTS

HARDWARE CLOTH • INSECT WIRE SCREENING • LAWN FENCE • GATES • CATCH-ALL BASKETS • FLEXIBLE STEEL MATS

UNITED STATES STEEL

BUSINESS TRENDS and PRICE CHANCES

Business at High Level As Industrial Production Soars

AS BUSINESS entered the summer months, economic activity actually was exceeding the most hopeful predictions. The fact was, most lines of industry were in a boom stage.

In both May and June industrial production nearly had matched the same months of 1948, a year of record-breaking output. Employment, forging ahead of 1948, seems likely to reach a new postwar high. In hand with this, consumers were pouring out dollars at the rate of \$180 billion a year, the most gigantic spending jag in the nation's history.

As the boom increased, traces of inflation began to catch the eyes of most economists. For one thing most price averages were pushed above the year-ago levels.

New Construction Helps

There was no denying that the nation's scramble for more and more housing was an important key to the happy situation. The boom in housing was helping to keep productivity in other lines at a high level. Output of household appliances approached or went over previous highs. With the labor situation stabilized, the automobile industry was in high gear, producing at a rate of about 9 million cars annually. Better still, capital outlays for plant expansion, once in a definite decline, were on the rise.

There were some soft spots, of course. Manufacturers of non-durable goods were having inventory problems. But even so, textiles were beginning to pick up, and in the nation's department stores clothing sales were edging up.

Though most economists agreed that the boom in automotive production and steel would have to ease to some extent and that the

winter months would slow home construction, still, the outlook for the remainder of 1950 was justifiably optimistic.

Textile Industry In New Upward Trend

HARDWARE dealers, along with other retailers located in textile producing areas, could look to better days. As June opened textile mills were humming, many at full production, and inventories were being cut as the result of large orders for cotton and rayon.

The situation gives most textile men reason to believe that 1950 will be good from here out.

The uptrend in textiles is a sharp about face. Last spring the industry was at the low point of a deep recession that began to take shape in 1948. In mid-year, production picked up as orders increased. Again this spring, orders slacked off and inventories began to pile up. Then came the latest turnaround.

Worsted and woolen producers still are by no means flooded with orders, but practically all of these mills are working at least on a part-time basis. Cotton and rayon producers present a healthier picture, some mills having heavy backlog of orders.

With mill employment back on a higher level, independent retailers might reasonably expect a steadier sales volume.

Retail Sales Show Increase in First Four Months . . .

THE NATION'S independent retailers in April reported a sales decrease of 2 percent under April of 1949. However, in the first four months of 1950 sales were 2 percent above the corresponding period of a year ago.

In contrast with the national average, hardware retailers reported a 7 percent decline in sales from the same month of the previous year, but showed a 9 percent increase over March of this year.

By contrast, retailers in the southeast reported advances all along the line. A report from the Bureau of the Census showed that in a survey of 22 cities in the area, 18 reported gains in retail sales.

Geographic Division	% change in sales Apr. 1950 from		4 mos. 1950 from	% change in inventories Apr. 1950 from		Stock-Sales Ratio		
	Apr. 1949	Mar. 1950		Apr. 1949	Mar. 1950	Apr. '50	Apr. '49	Mar. '50
U. S. Total Sales								
Hardware:	0	-10	-1	-5	+2	166	175	146
South Atlantic	+4	0	-4	+1	0	250	262	250
East South Central	+10	-1	-2	+9	-1	228	212	228
West South Central	+2	-10	+5	-7	-5	236	274	227

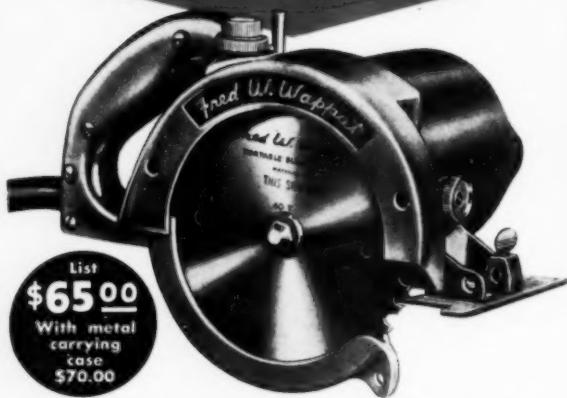
Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)

Build Your Sales

WITH THE
Top Performer in
6" Saws

THE Fred W. Wappat

MAXAW



You get maximum profits with the Fred W. Wappat 6" MAXAW because it gives your customers maximum performance! Capacity is $2\frac{1}{16}$ " square cut, $1\frac{25}{32}$ " at 45° . Accurate depth and bevel adjustments are built-in! The MAXAW rips, trims, adapts as table saw, cuts transite, stone, brick, siding, etc.

MAXAW is the quality 6" saw, but it's competitively priced, and backed by hard-hitting advertising to builders, hobbyists, etc. Dealer sales aids—counter cards, literature, ad mats, etc., are available FREE.

Write today for the full dealer story on the MAXAW, the 6" saw you sell because it gives the customer superior performance and service.



Users say these are the finest large capacity saws made. Highest quality, powerful, trouble-free, they're priced to sell to any of your builder customers. Field-proven design and construction give them the extra dependability that profit-minded builders demand. Backed by national advertising and dealer sales aids that cost you nothing. Write today for full dealer information.

Talk to a man who uses a Fred W. Wappat Saw!

Fred W. Wappat, Inc.

163 Valley St., Mayville, N. Y.
(on Chautauqua Lake)

CHENEY

nail holding hammers



Dealers everywhere are using the new Cheney Nail pennant. This attractive little attention getter is paying dividends in increased hammer business. Use this pennant, printed in glowing orange, with your Cheney Nailer display. You will find it packed with your Cheney Nail Holding Hammers. If you prefer, write us direct for your pennants.

Sales Representatives:

JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROTHERS
Chattanooga, Tenn.

ESTABL. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

HARDWARE *Industry* NEWS

Stanley Woodward Named Rubberoid Vice President

Stanley Woodward, formerly vice president in charge of the southern division of The Rubberoid Co., with headquarters in Baltimore, has been elected executive vice president of the company, according to a recent announcement by Herbert Abraham, president.



Stanley Woodward

Widely known in hardware circles, Mr. Woodward is a past president of the Old Guard and at the present time is chairman of the executive committee of the American Hardware Manufacturers Association.

Mr. Woodward has been associated with The Rubberoid Co. as a vice president and director for the past 22 years. Prior to that, he had been vice president of the Continental Roofing and Mfg. Co., of Baltimore, which he helped organize in 1922 and which was acquired by Rubcroid in 1928.

SSIRCO Opens New Memphis Warehouse

Southern States Iron Roofing Co. has begun operations at its new plant and distributing warehouse in Memphis, Tennessee. The branch, the firm's thirteenth in the South, provides over-night shipment and pick-up delivery for dealers in western Tennessee, part of Kentucky, Arkansas, Mississippi and southeastern Missouri.

The modern 40,000-square foot

building contains manufacturing facilities for aluminum and steel roofing, as well as storage space for the company's broad line of building materials.

Branch manager is M. L. Peek, formerly assistant manager of the firm's Savannah, Georgia, plant.

Western-Winchester Add Two Salesmen to Staff . .

Two new salesmen have been added to the sporting arms and ammunition sales staff of Western Cartridge Co. and Winchester Repeating Arms Co. The appointments were announced by Colonel W. F. Siegmund, general sales manager of Olin Industries, Inc., parent organization of Western and Winchester.

Jack O. Lanham has been appointed to serve in Louisiana and southern Mississippi, while George B. Stumpf will serve in Maryland, Delaware, District of Columbia and southern New Jersey.

With headquarters in New Orleans, Mr. Lanham will report to Western-Winchester district manager, W. H. Reedy, Memphis, Tenn. Lanham's acquaintance with hardware and sporting goods distributors and dealers began four years ago, when he was associated with the Anderson Hardware and Sporting Goods Co., Columbia, Mo. He was sporting goods buyer for the Anderson company before joining Western-Winchester.

George Stumpf will headquartered in the Baltimore, Maryland, area, for O. F. Fowler, Western-Winchester eastern district manager.

Following his graduation from Babson Institute in June, 1949, Mr.



Lanham

Stumpf

Stumpf joined Winchester's New Haven sales office.

Stanley Works Elects New Executive Officers

The Stanley Works, New Britain, Conn., announces three major changes in its executive set-up, as made by the board of directors at its recent annual meeting.



J. C. Cairns

Richard E. Pritchard, president of the company since 1941, was elected chairman of the board. John C. Cairns, executive vice president of the company since 1946, was elected president to succeed Mr. Pritchard. Stephen H. Cross, general manager of the Stanley Electric Tool Division, was elected vice president of that division to succeed Vice President L. M. Klouse, retired.

The new president, Mr. Cairns, joined The Stanley Works in 1924, managing its plant in Velbert, Rheinland, Germany, from 1926 to 1933, and managing its plant in Hamilton, Canada, from 1933 to 1937. In 1941 he was elected vice president in charge of The Stanley Works hardware division and a director of the company. He served as executive vice president since March 19, 1946.

Mr. Cross is a native of Peabody, Mass. He joined the Stanley Works in 1929. A year later he was transferred to the Electric Tool Division handling cost accounting, and on Jan. 1, 1948 was promoted to the position of assistant general manager. Mr. Cross was made general manager of the Electric Tool Division on January 1.

Coleman Anniversary-Birthday Celebration .

William C. Coleman, on May 21, celebrated his 80th birthday and at the same time looked back upon 50 years of active service in the company he founded at the turn of the century. He is now president of The Coleman Co., Inc., of Wichita, Kansas, manufacturer of gasoline lamps and lanterns, camp stoves and other gasoline appliances, as well as automatic heating equipment, including the new Blend-Air warm air system.

Recognition of his 50 years of achievement as an inventor, industrialist, church and civic leader came from every part of the world. In Wichita, where Coleman has lived for more than 48 years, Mayor Earl Duke proclaimed May 14-20 "Coleman Week," during which time his church, employees, and organizations in which he has long been active, honored him with a series of dinners, luncheons and special meetings.

Climaxing the week was a dinner on May 18, at which Arch N. Booth, national manager of the Chamber of Commerce, was principal speaker. At the same meeting, John McGregor, Memphis executive and civic leader, extended birthday greetings on behalf of several hundred Coleman wholesale distributors and jobbers in the form of telegraphed orders for \$2,750,000 (manufacturer's list price) in Coleman heating equipment and small appliances.

Congratulatory messages, including greetings from President Truman and General George Marshall, numbered more than 2,500 and came from nearly every country in the world.

The last two days of the week saw Coleman employees stage a mammoth birthday party in his honor, feature of which was a huge birthday cake lighted by 80 gasoline lanterns of the type long identified with the firm. On May 20, Coleman employees with 30 or more years of continuous service toasted him at an old-timers' dinner.

At the end of the week-long birthday party, Mr. Coleman disclaimed all thought of retirement and announced he would be in Toronto on June 1 to break ground for the company's second Canadian plant.

L&S Announces Recent Organizational Changes

At a recent meeting of the board of directors of The Lamson & Sessions Co., Cleveland 2, Ohio, the following organizational changes were made.

Taking on additional responsibilities were George S. Case, Jr., as president; Robert G. Patterson, as vice president and general sales manager; Alexander M. Smith, as vice president in charge of manufacturing; Harold J. McMahon, as vice presi-

William C. Coleman, right, president of the Coleman Co., Inc., in May celebrated his 80th birthday. Honored extensively at a series of dinners and special meetings, Mr. Coleman could look back on 50 years of active service in the company he founded at the turn of the century. Congratulations came in from all over the world in the form of telegraphed orders for more than \$2,750,000 in Coleman products



dent in charge of operations; H. H. Winterberg, as secretary and treasurer.

George S. Case, formerly board chairman, now chairman of the executive committee; and J. F. Donahue, who was re-elected executive vice president.



G. S. Case, Jr.

Dropping some of their administrative responsibilities, but still remaining active in the company, are R. H. Smith, formerly president, who has been elected chairman of the board;



R. G. Patterson

Joe Pitts Will Head Mill Supply Group .

Joe W. Pitts, president of Brown-Roberts Hardware & Supply Co., Alexandria, La., was elected president of the Southern Supply and Machinery Distributors Association at the recent annual meeting of the organization in Atlantic City. He had served previously as vice-president of the association.

As this annual joint convention of the three leading associations in the industrial supply field, Mr. Pitts also was one of the principal speakers, with an address on "What the Distributor Expects from the Manufacturer."

Y. M. C. A. Building to be Memorial to Stratton .

In Memphis a current \$500,000 Y. M. C. A. building fund drive is intended to provide a memorial to the late Leslie M. Stratton, Sr., prominent hardware wholesaler and civic leader of that city who died last May.

Mr. Stratton had long been recognized by the people of Memphis as one of their most public-spirited and most charitable citizens. Among his many civic activities he had been president of the Memphis Y. M. C. A. for a period of 10 years and was a life member of its board. So it is quite fitting that the proposed half-million-dollar addition to the Central "Y" Branch be dedicated as a memorial to Mr. Stratton.

3 new reasons why



new MYERS AUTORINSE WATER SOFTENERS

New, automatically controlled rinsing feature—no personal attention needed during rinsing period. 44% greater softening capacity per regeneration. Neutralizers and filters are available to fit special water conditions.

Tally up the special sales features of these three newest Myers traffic builders. Add to this the obvious advantages of selling the *one* complete line of its kind . . . top-quality pumps and water supply equipment to match every need . . . backed by the nationally advertised and respected Myers name. Then, figure in the *full-time*, *full-range* Myers merchandising program that supports every Myers Dealer. Total it all up and you quickly see why Myers Dealers sell more and more new customers—why a Myers Dealership is so highly prized.

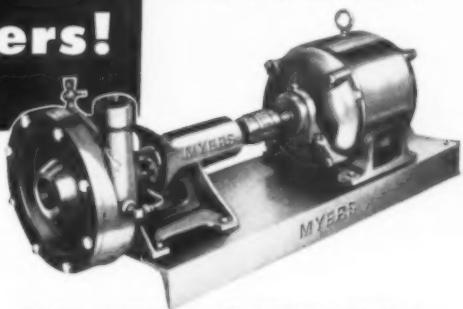
THE F. E. MYERS & BRO. CO., Dept. S-64, Ashland, Ohio

**Myers
Dealers
Sell More
new
Customers!**



new MYERS Deeplift Ejecto WATER SYSTEMS

New, multi-stage pumping efficiency—for operation from well depths from 100 to 300 feet. Will handle large quantities of air without losing prime. Sizes to fit every need. Standardized parts. Simplified installation—over well or off-set.

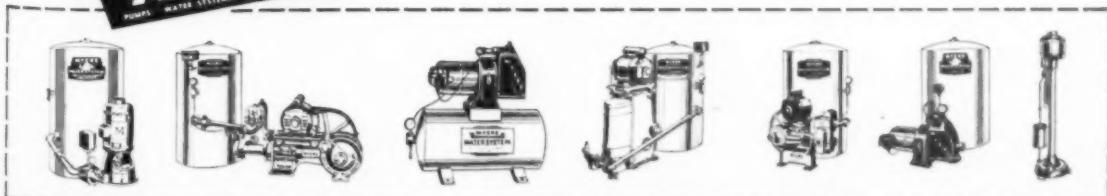


new MYERS CENTRIFUGAL PUMPS

New, widely adaptable Centrifugals—built throughout to assure easier sales, lasting customer satisfaction. Broad range of sizes covers many markets—homes, irrigation, agricultural, industrial, etc. High interchangeability of parts, low inventory costs.



**More Profit-Building Opportunities
with Myers Quality-Built Water Supply Equipment!**



NEW PRODUCTS

AND SALES PROMOTION MATERIAL

Master Lock Offers New Display for Bikelocks . .

Master Lock Co., Milwaukee, Wis., has announced its new No. 12 bike-lock merchandising unit, featuring a small assortment of fast-selling numbers.

The display, 11 3/4 inches high by 20 1/4 inches wide, is furnished at no extra cost with the purchase of 12 Master bikelocks, three each of four numbers retailing at 39 to 99 cents. Built of wood and finished in royal blue, it features a full-color lithographed panel and a bright solid brass Master nameplate. Also included are nickel-plated hooks for easy pivot mounting, it was announced.



Eight bikelocks hang from the patented holders: two each of No. 5517, 6617, 518 and 1517. The No. 518 and 1517 now feature new red rubber-coated shackles, which enable the bikelocks to provide wide shackle clearance and protection against scratching.

Master No. 12 bikelock display is now available at \$5.28, which includes the permanent display. Retail value of the 12 bikelocks is \$7.98.

Greenlee Announces New Bits for Electric Drills . .

Greenlee Tool Co., Rockford, Illinois, is now offering a new line of wood-boring bits for use in 1/4-inch portable electric drills.



The new bits are said to have been specially developed to meet the need of carpenters and woodworkers using electric drills for boring 1/2-inch or smaller holes in soft or hard wood. They are of solid-center design and have the single-cutter, extension-lip type head with outlining spur. No pressure is required, and holes are bored quickly and smoothly, it was announced. The shanks are accurately sized to 1/4-inch diameter.

The new Greenlee electric drill bits come packaged as a set of five in a metal edge display box. Sizes of the bits are 4/16, 5/16, 6/16, 7/16 and 8/16. They may be purchased in complete sets of five or in individual sizes as desired.

Chromtrim Shipping Tube Developed by Werner . .

R. E. Werner Co., Inc., 295 Fifth Ave., New York 16, N. Y., has announced the development of a new type Chromtrim shipping tube, employing the use of a pressure driven

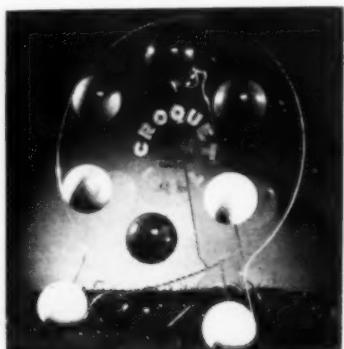


metal bung and long, removable end cap which permits unpacking of contents without removing staples or nails.

REDdy Jacket, the familiar Chromtrim trade character, has been worked into an over-all repeat design on all packaging to tie in with the company's national advertising and trade promotions, it was announced.

Normal Parke Introduces Tougher Croquet Balls . .

Normal Parke Co., Chicopee, Mass., has introduced what is said to be the most durable of croquet sets—a croquet ball molded of ground wood and Durez phenolic resin.

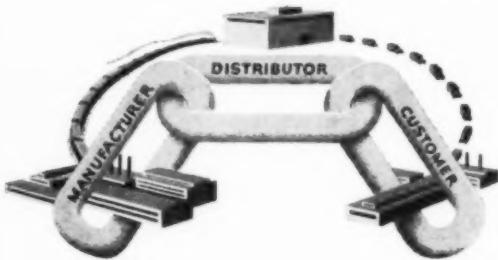


The new ball is made up of finely ground wood mixed with a waterproof, weatherproof phenolic resin adhesive which bonds the wood particles into a homogeneous unit under heat and pressure. A cross section reveals a solid mass having no directional grain, no ends to chip or splinter. The bonding resin itself forms a hard, non-chip surface, but the balls are dip-coated in another plastic solution to give a tough, slightly resilient, colorful surface coating that will take the abuse of children or experts, it is claimed.

According to the manufacturer, many well-known set manufacturers have adopted the new Park Co. balls. The same material and process is being adapted for lawn-bowling, skee ball, and other games where balls have to take such hard usage and give long-wearing service, it was announced.

The product of 104 years' experience
in fastener manufacturing,
sold through the finest distributors
in the world.

Assure satisfaction and dependability
by selling RB&W Cap Screws and Square
Head Cup Point Set Screws . . . the product
of more than a century of continuous
research and progressive development
in fastener manufacturing . . . backed by
the skill of four generations of
RB&W men and women.



RB&W

THE COMPLETE QUALITY LINE

104 YEARS MAKING STRONG THE DISTRIBUTORS THAT MAKE AMERICA STRONG

**RUSSELL, BURDSALL & WARD
BOLT AND NUT COMPANY**





On recent tests, when pitted against eight leading brands in cutting SAE 52100 Ball Bearing Steel, Victor's new "Molyflex" High Speed Hand Hack Saw Blades . . . averaged 23.8% more metal cut than all the leading brands tested. Here's the blade that rounds out Victor's famous line. Because it is more uniform . . . completely shatterproof . . . absolutely unbreakable when used in a frame . . . it is packed with extra profit-making features. A real sales leader . . . for making tough metal cutting jobs easy! Finished in gold, each blade carries specifications printed on it. All sizes and pitches.

Victor Steelrite Metal Marking Crayons

Here is another NEW Victor profit-making item. Available in a variety of sizes and attractively boxed, these crayons are a natural for off-the-counter sales. Special extrusion process insures uniform strength and composition. Markings can be made on hot, cold, damp or grimy metals and withstand pickling, yet do not affect enamel application.

Victor's famous Wall Chart and Metal Cutting Booklets are still available. Write today for your free supply.



VICTOR

SAW WORKS, INC., MIDDLETOWN, N. Y., U. S. A.

Makers of Hand and Power Hack Saw Blades, Frames and Band Saw Blades.

Werner Introduces Self-Service Merchandiser . . .

R. E. Werner, 295 Fifth Ave., New York 16, N. Y., has introduced a new metal display merchandiser to be included with all Chromtrim metal moulding deals.



Each of its 14 separate compartments holds a full 120 ft. stock ready cut and wrapped in convenient 6 ft. lengths. A wire supporting rack prevents stock from fanning, and the open back construction provides easy withdrawal of stock even in stores with low ceilings, it was pointed out.

The same full-color laminated label, which is Chromtrim's identifying symbol on more than 20,000 merchandisers now in use, has been retained on the new display.

New Boker Come-a-Part Shears for Fishermen . . .

H. Boker & Co., Inc., 101 Duane St., New York 7, N. Y., has announced new Come-a-Part fisherman shears for scaling, gilling, gutting, as well as cutting off the fins, head and tails of fish.



The shears can also be used for line and leader cutting, trimming flies or repairing plugs and other lures. Hook extractor disengages hook easily, even when deep in the fish's mouth, it is claimed.

Blades come apart for easy cleaning. Made of drop-forged steel and fully guaranteed, the shears are available in two types: No. 395, chrome plated with baked red handles; and No. 495, DeLuxe fully chrome plated blades and handles.

For man, woman or child

"YANKEE"

No. 41 Automatic Drill

easiest to use . . .
easiest to sell



Push it! . . . nothing could be easier or more attractive to housewife, handyman or to the skilled mechanic. Sturdy spring in handle makes drilling any hole a simple, one-hand job. Return stroke revolves drill backward to clear chips. Magazine handle contains 8 drills . . . $1\frac{1}{16}$ to $1\frac{1}{64}$ inch . . . easy to see, select and replace. Drills easily inserted and removed from chuck; yet cannot pull out in use. Chromium plated, fine looking and sturdy as all "Yankee" Tools. Every one you sell makes a friend as well as a profit for you.

"YANKEE" TOOLS NOW PART OF

STANLEY

Reg. U.S. Pat. Off.

THE TOOL BOX OF THE WORLD

NORTH BROS. MFG. CO.

Philadelphia 33, Pa.

DEALER FINDS HANDLING TILEBOARD HIGHLY PROFITABLE



Siperstein's management and sales force. Left to right: Morris and Oscar Siperstein, Mr. Nathan Siperstein, owner and founder, Herb Siperstein, Chet R. Wajdzik

Siperstein's of Jersey City, N. J. reports over \$20,000 in Roxdale Tileboard sales in 18 months

Siperstein's Hardware and Paint Store of Jersey City, N. J. added Roxbord, the Roxdale Tileboard line in July of 1948. They had never previously handled tileboard. Sales were excellent from the very first, totaling over \$5,000 in six months. Volume increased steadily. Last year's sales figures were over \$15,000 bringing the 18 month total to well over \$20,000—better than \$1,000 per month on the average—and reaching the \$1,500 per month rate toward the end of the period.

Over the Counter Sales

Siperstein's sells Roxbord on a strictly over-the-counter basis. Individual sales average \$55-\$60 though one sale of 44 sheets totaling approximately \$310.00 was made. The vast majority of purchases are made by homeowners who do their own installation. However, contractor trade has proven to be an excellent source of repeat business.

Merchandising

Permanent window and floor display has been effective as traffic builders. Some newspaper and car card advertising has been done. However, Mr. Oscar Siperstein reports that word of mouth recommendations by satisfied customers has proven to be the best Roxbord salesman Siperstein's has.

One of Many

The sales volume Siperstein's has achieved in the merchandising of Roxdale products is typical of the volume of hundreds of paint and hardware stores who have taken

on the Roxdale line in the past two years. Dealers who never handled tileboard prior to being introduced to Roxbord are averaging anywhere from \$350 to \$1800 in added monthly volume.

Specially Prepared Promotion

The reason for this sensational sales development is basically this. Roxdale has designed a product and devised a promotion that has, as its specific purpose, selling tileboard on an over-the-counter basis. Window displays, window streamers, counter displays, colorful brochures, installation instruction, mat service, samples all serve to bring in customers and do an initial selling job.

Product Appeal

Redecoration-minded Mrs. Housewife, who does her shopping in her neighborhood store, is quickly attracted by the beauty, durability, economy and ease of installation of Roxbord. The easy-to-handle, easy-to-apply sheets; the high gloss finish that lasts a lifetime, never requires repainting, wipes spotlessly clean with a

damp cloth; the written Roxdale Guarantee that specifically states that Roxbord will not chip, crack or peel—plus the fact that it is so economical—all serve to make Roxbord one of the favorite wallcoverings of every homeowner.

\$50 Sales-\$20 Profits

Roxbord over-the-counter sales have consistently averaged \$50 bringing the dealer \$20 in profits. Certainly, a product that produces volume sales of this type warrants your attention. Send in the coupon below and get samples and complete facts about how you can add \$350 to \$1800 in monthly volume to your sales. Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

----- MAIL THIS COUPON TODAY -----

Roxdale Building Products Corporation
2916 White Plains Road, New York 67, N. Y.

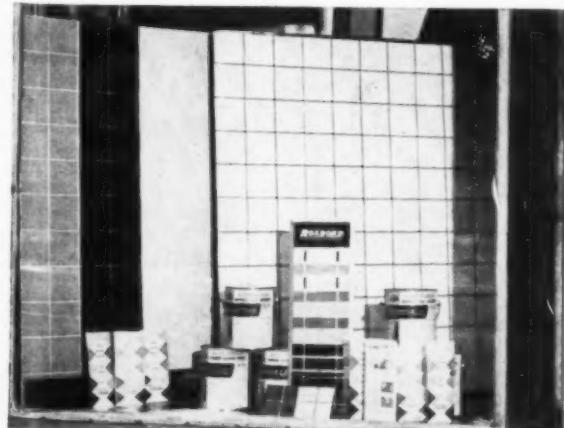
Without obligation, send facts on handling Roxbord.

NAME _____

STREET _____

CITY _____ STATE _____

ATTEN. _____ SH-7



Permanent Roxbord Window Display draws customers into the store.



Interior display of Roxbord features its Guarantee—produces numerous inquiries and sales.

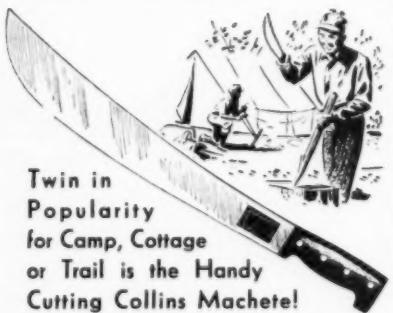
THEY WANT 'EM



Used by Hudson Bay trappers on long trips in rough country, the Collins Hudson Bay Axe is the ideal combination of light weight for convenience, plus power for man-sized cutting jobs.

Head: Two pounds of keen-edged, deep-biting steel — 4-inch cut. **Handle:** 23 or 27-inch tough hickory — long enough for two-hand swing — short enough to pack or carry at belt. **Retails at \$3.00.** Belt sheath at \$1.25.

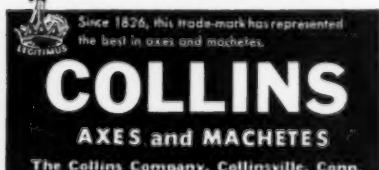
YOU SELL 'EM



For bushing out trails, or clearing around camp or cottage, there's no finer one-hand edged tool than the easy-to-handle, keen cutting machete.

Blade: Forged steel — 17-inch, nearly $\frac{1}{4}$ -inch thick at back — ground and polished. **Handle:** Tough, black plastic, firmly riveted. **Retails at \$1.75.** With decorated sheath, genuine cowhide, sewn seam and belt loop — the two retail at \$4.50.

YOUR JOBBER
OR WRITE FOR DETAILS



New Clothes Line Reel-Up Introduced by Kees . . .

F. D. Kees Mfg. Co., Beatrice, Neb., has introduced a new clothes line reel-up, for reeling in or out 50 feet of six-strand, rust proof, galvanized clothes line cable.



The new unit features a ratchet-type locking device which is said to hold the line securely and taut at any desired length up to the full 50 feet. A spool inside the 20-gauge steel housing makes reeling in easy. An anchor hook is built in to the housing for securing the housing end of the cable to the opposite end of the space used for drying.

The Reel-Up is finished in a baked-on green enamel, and weighs only 2 lbs., 13 ounces, it was announced.

Royal Kool Kabinet Gas Heater Introduced . . .

The Chattanooga Implement & Manufacturing Co., Chattanooga 6, Tenn., has added to its gas heater line the Royal Kool Kabinet Heater.

The unit features directed flow heating, increased safety for children, neatness of appearance, and permits installation near draperies or furniture without danger of scorching, it was announced.



The Kool Kabinet is equipped with the time-tested Royal Super-Heat cast iron burner for efficient, economical and safe operation. Completely modern in design, its "Sun-Glow" finish blends with any room.

The unit is supplied in two sizes: 20,000 B.T.U. (height, 27 inches; width, 22½ inches; depth, 10¾ inches) and 40,000 B.T.U. (slightly wider).

WHEN YOU USE PLIERS... You need CHANNELLOCK

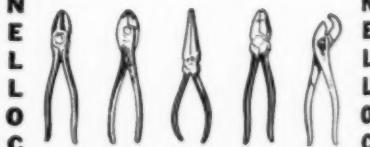
*Easy
to remember...
CHANNELLOCK*



No matter what your work . . . plumbing, electrical, automotive, aviation, battery or ignition — there is a CHANNELLOCK plier designed specifically for your job. If you use pliers . . . you need CHANNELLOCK.

CHANNELLOCK

The exclusive tongue and groove joint gives you these "plus" features: Greater Strength, Longer Wearing, Self-Cleaning, Closely Spaced Adjustments, Visible Adjustments, No Wear on Joint Bolt.



Send for Catalog C3 today

CHAMPION DEARMONT TOOL CO.
MEADVILLE • PA.

Only Champion DeArment makes

CHAN NEL LOCK

TRADE MARK REG. U. S. PAT. OFF.

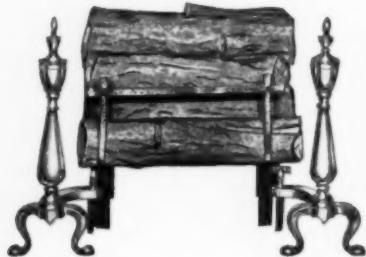


HERE THEY ARE!!

These two hot items are just what the market is looking for—and they're PRICED RIGHT FOR MORE PROFITS FOR YOU!



ROYAL KOOL KABINET — Royal's answer to the market's demand for a cool cabinet, a cooler cabinet with more heat directed out the front. Superior design, greater efficiency and added safety for children make this heater a great favorite. Beautiful "Sun-Glo" finish. Built in 20,000 and 40,000 B.T.U. sizes.



ROYAL GAS LOG — Beauty beyond comparison. A replica of beautiful Tennessee Mountain Oak Logs. It graces any fireplace in summer or winter. A.G.A. approved for manufactured, natural, butane and propane gases. For convenience of installation, three orifices for use with various gases, are included with each heater. Two sizes, L-22 (20" width—22,000 B.T.U.) and L-30 (24" width—30,000 B.T.U.).

Write us for descriptive literature and name of your nearest distributor.

CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY
Main Offices: 102 Delmar Street
Chattanooga 6, Tennessee
QUALITY . . . SINCE 1891

Two Improved Dixie Maid Churns Introduced . . .

Southern Electric Products, Box 406, Anderson, S. C., has announced two improved units in its Dixie-Maid line of electric churning units.

Model H, shown here, is of etched satin-finish aluminum, with forced air-cooled motor. The unit is lifetime oiled and cushion mounted. The motor has a high rated on-and-off toggle switch. Of four, eight gallon churning capacity, the unit has new combination graduated aluminum rubber mounting plate for all large milk cans, stone crocks and glass jars, as well as a sturdy two-blade adjustable dasher. It retails for \$21.95.



Model D, of white enamel and with slow-speed, cool-running, rubber-mounted motor and oversize bearings, requires no oiling. With six-foot cord assembly and approved on-and-off toggle switch mounted on motor, the unit features round graduated metal and rubber splash plate, covers openings all sizes of stone crocks, milk cans and glass jars. The adjustable dasher is propeller type. Of three, five gallon churning capacity, the unit retails for \$18.95.

Further information and prices are available from the manufacturer upon request.

Hanson Co. Introduces New Tool Set . . .

The Henry L. Hanson Co., Worcester, Mass., announces the new Ace Super Set of Tools. The set includes a popular size range of taps, dies, handles and accessories.

The set which comes in an attractive plastic box contains 39 tools, which have individual pockets.

CLASSIFIED

ATTENTION!!!

HARDWARE JOBBERS and DEALERS

MEET YOUR COMPETITION WITH BETTER TRAINED SALES PERSONNEL AND AN ADQUATE MERCHANDISING PROGRAM!

SALES TRAINING — SALES COUNSELLING
SALES ANALYSIS
SALES PROMOTIONAL, MERCHANDISING
AND ADVERTISING PROGRAMS

LET US HELP YOU SOLVE THESE PROBLEMS! MANY YEARS OF SUCCESSFUL SALES AND MERCHANDISING EXPERIENCE IN THE HARDWARE AND APPLIANCE FIELD. Reply to: Box 651, Southern Hardware, 806 Peachtree St., N. E., Atlanta, Georgia.

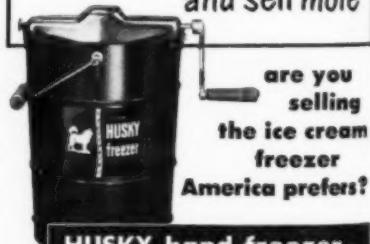
REPRESENTATIVE WANTED

Manufacturer of a complete line of Hickory Tool Handles and Ash Hoe, Rake and Shovel Handles, desires to make a connection with manufacturer's representative calling on the wholesale hardware trade. Address Oklahoma Rig & Supply Co., P. O. Box 36, Muskogee, Oklahoma.

WANTED

EXPERIENCED IMPLEMENT SALESMAN
Nationally known Farm Implement manufacturer of years experience has openings for experienced farm implement salesmen to work with southern distributors. In writing state age, marital status, experience and salary expected. Give references. Box 652, Southern Hardware, 806 Peachtree Street, N.E., Atlanta 5, Ga.

SELL THE BEST and sell more



are you
selling
the ice cream
freezer
America prefers?

HUSKY hand freezer 2-, 4-, 6-quart sizes

MR. DEALER: Don't miss the boat by offering old-fashioned clumsy-looking and clumsy-operating ice cream freezers. Porter freezers are truly modern—strong, light-weight, efficient, easy to look at and easier to use. And only Porter freezers are backed with sales-getting dealer helps. Write for details.

DOLLY MADISON ELECTRIC
Home appliance quality throughout. America's finest freezer—bar none. Available in 6-quart, 4-quart and the sensational 2-quart size.

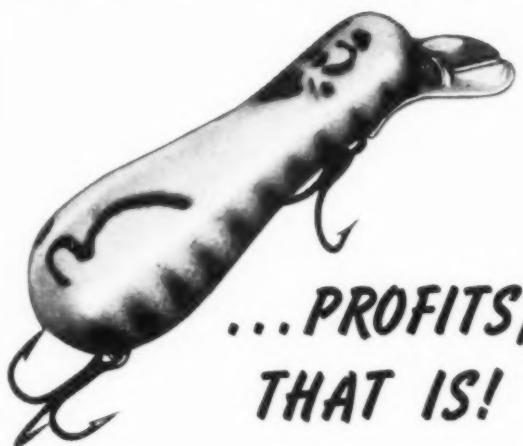
If your jobber can't supply,
write the factory.



ORDER NOW

THE J. E. PORTER CORPORATION
America's Largest Manufacturers of Home
Ice Cream Freezers—82 years Old
503-5 BROADWAY, OTTAWA, ILLINOIS

SHMOOS MULTIPLY!



Demand for the SHMOO PLUG BAIT is multiplying like Al Capp's original Shmoos—and small wonder! It's a realistic reproduction of Li'l Abner's famous friends, designed to spotlight attention on your lure displays. And, it's not only got eye-and-buy appeal, but we guarantee it'll catch fish. Tried under all conditions, it's a killer for large and small mouth bass, and for pike. Made in all finishes, various color combinations. New style lip gives the Shmoo a live, darting action. If you haven't had the Shmoo on display, order now—there's still plenty of time to cash in.



PRIZE PACKAGE

The Shmoo comes to you in a brightly colored package, perfect for attention-getting counter display. Drawings are by Li'l Abner's famous creator, Al Capp. Daisy Mae, Mammy and Pappy Yokum and Li'l Abner himself all appear on the box. Best of all, a Shmoo display will draw attention to your whole line of lures . . . help you move other items, too.

SPECIAL

Write for details on H-I's special local advertising proposition. It's an easy, economical way to advertise the Shmoo in your local newspapers . . . to add spice to your other tackle advertising. Don't delay—the selling season is now!

HORROCKS-IBBOTSON COMPANY
UTICA, N. Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

*Sell NATIONAL LOCK
and you sell the finest in hardware*

... finest in quality

*A FULL LINE DESIGNED
FOR COUNTLESS USES*

You answer every builder and consumer need with National Lock builders hardware. An extensive line that's in demand . . . moves fast at a good profit. Items are offered in a wide range of sizes, specifications and finishes. FREE counter display boards. Many items packed in envelopes. Shipped in durable cartons.

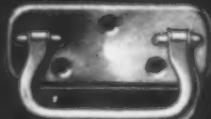
BUTTS • HASPS • LATCHES

PULLS • KNOBS • HINGES

CASTERS • CABINET LOCKS

NUMEROUS OTHER ITEMS

BUILDERS HARDWARE



CHEST HANDLES



DOOR BUTTS



BARREL BOLTS



SAFETY HASPS

CABINET HARDWARE

... finest in distinctive

*COMPLETE, PROFITABLE
No. N-150 ASSORTMENT*

Here's smartly-styled hardware that leads the field in quality and broad selection. Assortment includes in-demand profit-making items in many finishes. Open stock.

Ask About...

- No. 77 Wood Screw Assortment
- No. 63 Period Furniture Trim
- Unique National Tutch Latch
- Quality Sash Hardware Items



SPACE-SAVING
FREE DISPLAY BOARD

**ORDER FROM
YOUR JOBBER**

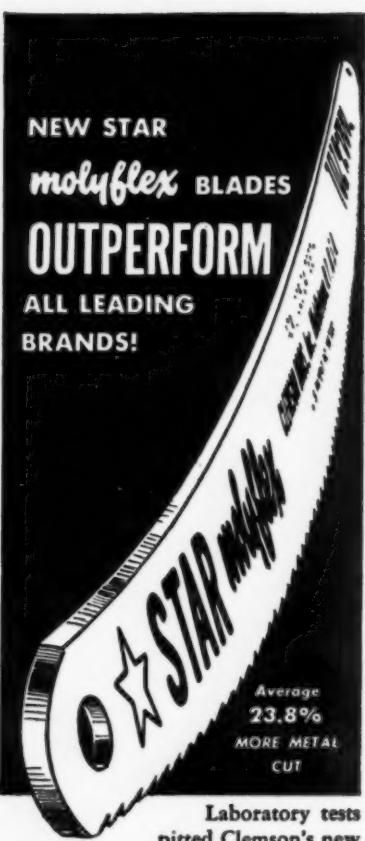
Distinctive Hardware

All From 1 Source



NATIONAL LOCK COMPANY

Rockford • Illinois • Merchant Sales Division



Laboratory tests pitted Clemson's new "Molyflex" blades against eight leading competitive blades and although several were heavier, and none lighter, **STAR "Molyflex" cut 23.8% more metal than the average of all other blades tested.**

Here at last is a hand blade that cuts like a genuine "Moly", yet is so flexible it cannot be broken when used in a frame.

"Molyflex" blades are finished in all-over copper color and carry specification data clearly printed in green right on the blade. They are available in all sizes and pitches.



**STAR STEELRITE
METAL MARKING CRAYONS**

Another profit-producing item in the STAR line. Mark hot, cold, damp or grimy metal. Marks withstand pickling but do not affect enamel application. Specially extruded genuine soapstone insures uniform composition and strength. Attractively boxed and available in a variety of sizes.

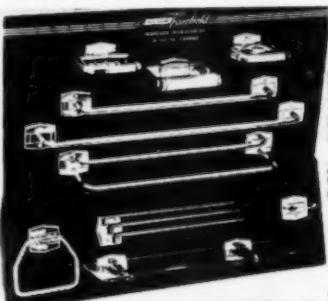
5087

CLEMSON
BROS.,
INC.
MIDDLETOWN, N.Y.

Manufacturers of Hand and Power Hack Saw Blades, Frames, Metal Cutting Band Saw Blades and the Clemson Lawn Machines.

Autoyre Adds Six New Items to Fairfield Line

The Autoyre Co., Oakville, Conn., announces the addition of six new items to its Fairfield line of chrome-finished accessories for bathroom and kitchen.



The new fixtures are No. 5006 double robe hook, No. 5010 towel ring, No. 5018 glass shelf and bracket unit, No. 5019 three-arm rack, No. 5028 shelf brackets, and No. 5038 add-a-rack, an auxiliary towel and drying rack designed to hook over any ordinary towel bar.

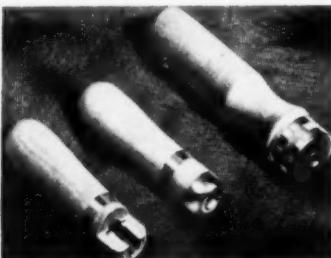
The Autoyre Fairfield line will now consist of 14 matching pieces in modern design, with decorative wall plates and heavy-duty bars in the exclusive fluted shape.

For retail display, a supplementary display panel (No. 5062) is provided pre-mounted with the new items. It is designed to attach to the basic No. 5060 display panel, as illustrated, to show the Autoyre line on one complete display unit. However, it is equipped with base and hanging attachment, so that it can be used separately on counter, wall or in the window.

New Lauber File Handle For Tools with Tangs . . .

Lauber Handle Mfg. Co., 3240-42 West National Ave., Milwaukee 4, Wis., is now offering a new file handle which is designed to fit any tool with a tang and which cuts its own thread for more secure locking of the file with the handle.

The handle features the patented die-cast, Lauber metal alloy ferrule that covers the entire end of the hardwood handle for protection against splintering.



There are no finer salad bowls than the Parrish "Supreme Finish"—the bowls of exquisite Wild Cherry and Hard Maple woods. The rich, permanent beauty and elegance of "Supreme" quality assures you and your customers complete satisfaction and mutual profit.

No other bowls have the exclusive "Supreme Finish", which penetrates the wood and remains an integral part of the wood as long as the bowl lasts. Sanded to satin smoothness before the final, odorless, clear finish is applied, heirloom quality is achieved. Yet the prices stay low and popular with your customers while affording you a very good margin of profit.

Inform your sales people why Parrish bowls are the choice of "those who know"—why the "Supreme Finish" is different, better; why fruit acids, garlic, onion, fish, even alcohol will not injure nor leave unwanted tastes and odors. Tell the facts and you'll sell more.

Descriptive folder, price list, discount and selling helps upon request.

J. SHEPHERD PARRISH COMPANY

205 WEST WACKER DRIVE
CHICAGO 6, ILLINOIS

The World's Largest Manufacturer of Fine Wood Bowls.

STOCK

**the 4 ways
"Easier to Sell" line
CHICAGO**

"Safety Plus" Hexagon Head Cap Screws

• **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

• **They're Stronger**—More uniform—gives a perfect fit for every replacement need, and . . .

• **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

• **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

Hexagon Head Cap Screws, Steel and Brass, Square Head and Headless Cup Point Set Screws

• Semi-Finished Hexagon Nuts, Steel and Brass, Hexagon Castellated Nuts • Fillister and Flat Head Cap Screws • Taper Pins • Milled Studs • Socket Head Cap Screws • Socket Set Screws • Socket Plugs • Cotter Bolts or Shoulder Screws • Square Head Dog Point Set Screws

• Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
252 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

More *PROFIT* For You — Better *PERFORMANCE* For Your Customers

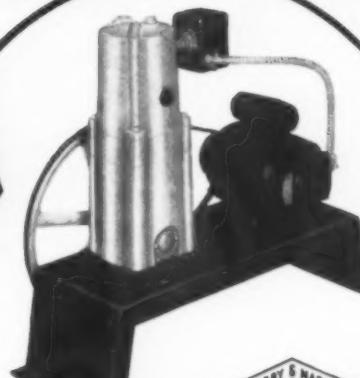
The EDWARDS diaphragm* PUMP
a quiet, dependable shallow well pump for
farms, homes, schools and churches that
completely eliminates usual pump troubles

Look at these big features:

- No damage from sand in water
- No packing glands to leak or adjust
- No piston leathers to wear and replace
- No lubrication—ball bearings sealed for life

In two sizes and in electric or gasoline models.

Write for complete details and prices



GENERAL FOUNDRY & MACHINE COMPANY
GFMCO
SANFORD, NORTH CAROLINA, U. S. A.

* Patented

GENERAL FOUNDRY & MACHINE CO., SANFORD, N. C. Phone 700



Strataflo CHECK VALVES

CAN be placed in any position. Patented Flexible Monel Metal Poppet, cannot leak. Quiet, sensitive operation. For cold or hot water, steam. 200 lbs. pressure. Made in seven sizes. Ask for bulletin 204.

Order from Your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

All types of **THRESHOLD**



CUT LENGTHS
INTERLOCKING TYPES
EXTRUDED BRONZE & ALUMINUM

Decorate with

DECORITE

Also a complete line of
Aluminum Molding
WRITE TODAY FOR FREE CATALOG
Decorite, Inc., 2116 Peachtree Rd., Atlanta, Ga.

THE
Larson

QUALITY LINE
of
BRIGHT WIRE
GOODS



Larson Bright Wire Goods are packaged in extra heavy tan kraft boxes. Yellow labels with half tone illustrations are used giving complete information.

All Larson products are 100% sorted and inspected.

Larson's Bright Wire Goods fit the need of every consumer.

See Your Jobber or Write to

CHAS. O. LARSON CO.
STERLING • ILLINOIS



"I'm making money selling the idea of **MORE BUTTER** made with the ...

Dixie Maid
ELECTRIC CHURN

A word to the wives sells the Dixie-Maid for faster, easier, more efficient churning the electric way. There's a model for all types of containers—stone crocks or jars; choice of jar sizes, too. Your mark-up gives you the biggest part of a ten dollar bill on every sale. Repeat business on jars and accessories.

FOLDERS and HANG-UPS, Too
We supply good-looking printed sales helps to push the idea of **MORE BUTTER WITH DIXIE-MAID!**
ORDER FROM YOUR JOBBER OR WRITE



SOUTHERN ELECTRIC PRODUCTS

P. O. BOX 406

ANDERSON, SOUTH CAROLINA

The BIG SELLING BRUSH CLEANER that REPEATS and REPEATS BECAUSE IT'S FAR BETTER



Proven by impartial tests of a nationally known Brush Manufacturer to be the most efficient brush cleaner on the market... has further proven itself as a steady repeat sales builder. 10¢ size—24 pkgs. in unit, 25¢ economy size—2 doz. in case.

Consumers Crack Filler
(wood putty) preferred by professionals and home craftsmen alike because its powder form stays ready to use—mixes with water—works so easily.



Tiger Grip Linoleum Paste—favored for use on wood or concrete floors. 1/2 pt., pt., qt., 1 & 5 gal. containers.



Consumers Patching Plaster... mixes white in cold water. No checking or shrinking. Quick bond to old plaster without sizing. In 1, 2 1/2 & 5 lb. cartons; 2, 5, 10 & 15 lb. paper bags; 50 lb. bags—100 & 300 lb. bbls.



ORDER FROM YOUR WHOLESALER.

CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 6, MO.



Wright Fur Farm Netting is a quality product. Those who have used it insist upon it for their repeat orders. It meets the test of time. Carefully woven from quality wires, heavily and brightly galvanized by the Wright process.

Southern Representatives:

D. C. HORNIBROOK, E. L. HORNIBROOK
Box 176, Avondale Estates, Ga.
LAWRENCE J. BALDWIN & SON
306 Carondelet Bldg., New Orleans 12, La.

G. F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.



DURACUT (Anvil Type)

DURASHEAR (Shear Type)

- ✓ Cut better, easier — last longer
- ✓ Design of special steel cutting blade practically eliminates spreading
- ✓ New plastic-covered comfort grips
- ✓ No slipping . . . no blisters
- ✓ Positive thumb lock

★ Great News ★

**2 BRAND NEW ONE-HAND
PORTER PRUNERS
PRICED TO SELL AND SELL!**

When the nation's top manufacturer of cutting and pruning tools introduces two new pruners like these at popular prices . . . that's NEWS! Famous Porter quality and design

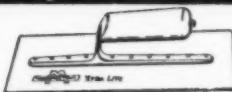
built into every inch of the new DURACUT and DURASHEAR PRUNERS, yet they're priced for Mr. Average Householder's pocket-book. Order through your jobber right now. Watch 'em SELL and SELL in the new "Pick Me Up — Try Me — Buy Me" display cartons.

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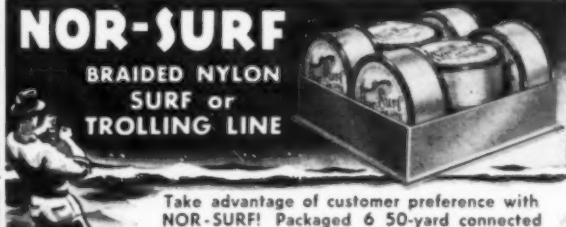


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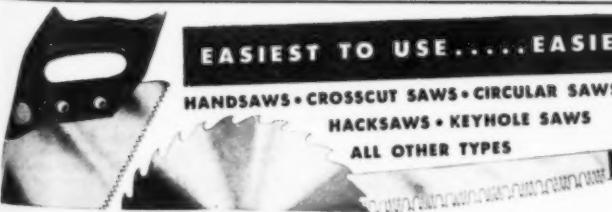
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